

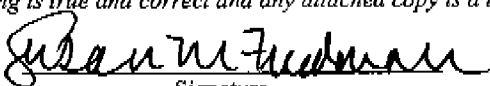
RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

DOCKET NO.: 201210.5

TRADEMARKS ONLY

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): jStar Brands LLC 640 North LaSalle Street Suite 540 Chicago, IL 60610</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation-State <input checked="" type="checkbox"/> Other <u>Illinois Limited Liability Company</u></p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>December 23, 2004</u></p>	<p>2. Name and address of receiving party(ies) Name: <u>Planet 10 Spirits, LLC</u> Internal Address: <u>Suite 540</u> Street Address: <u>640 N. LaSalle Street</u> City: <u>Chicago</u> State: <u>IL</u> Zip: <u>60610</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input type="checkbox"/> Corporation-State _____ <input checked="" type="checkbox"/> Other <u>Limited Liability Company Delaware</u></p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>4. Application number(s) or registration number(s): A. Trademark Application No.(s) 76/489,233 76/509,256</p>	<p>B. Trademark Registration No.(s) 2,788,500 2,788,499 2,848,858</p> <p>Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Susan M. Freedman, Esq.</u> Internal Address: <u>Suite 900</u> <u>Nixon Peabody LLP</u> Street Address: <u>401 9th Street, N.W.</u> City: <u>Washington</u> State: <u>D.C.</u> Zip: <u>20004-2128</u></p>	<p>6. Total number of applications and registrations involved: 5</p> <p>7. Total fee (37 CFR 3.41) <u>\$140.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>19-2380</u> Authorized User Name: <u>Nixon Peabody LLP</u></p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>
DO NOT USE THIS SPACE	
<p>9. Statement and signature. <i>To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.</i></p> <p><u>Susan M. Freedman, Esq.</u>  <u>January 3, 2005</u> Name of Person Signing Signature Date</p> <p>Total number of pages including cover sheet, attachments, and document: 3</p>	

CH \$140.00 192380 76489233

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK ASSIGNMENT

This Trademark Assignment is executed as of the 23 day of December 2004.

Background

jstar Brands, LLC (the "Assignor"), an Illinois limited liability company, has adopted and registered or applied for the trademarks identified on **Schedule A** attached hereto (the "Trademarks"), and is the owner of the registrations and applications for the Trademarks identified on Schedule A (the "Registrations and Applications").

Planet 10 Spirits, LLC (the "Assignee"), a Delaware limited liability company with a place of business at 640 LaSalle Street, Suite 540, Chicago, Illinois 60610, desires to acquire the Trademarks and the Registrations and Applications from the Assignor.

Grant of Assignment

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby assigns to the Assignee all of the Assignor's right, title, and interest in and to the Trademarks and the Registrations and Applications, including the right to sue for past infringement thereof, and the goodwill of the business symbolized by the Trademarks.

23 IN WITNESS WHEREOF, the Assignor has executed this Assignment as of this day of December, 2004.

JSTAR BRANDS, LLC

By: [Signature]
Name: JON DEITELBAUM
Title: PRESIDENT/CEO

Print Name and Title

STATE OF ILLINOIS)
))
COUNTY OF Cook) SS:

On this 23rd day of December, 2004, before me appeared Jon Deitelbaum, to me personally known, and he acknowledged the foregoing instrument to be his free act and deed and the free act and deed of jstar Brands, LLC

[Signature]
Notary Public [NOTARY SEAL/STAMP]
My commission expires: 6-3-07



SCHEDULE A

Trademark	Country	Application or Registration No.	Application Filing Date or Registration Date
EFFEN and design	US	2,788,500	December 2, 2003
EFFEN	US	2,788,499	December 2, 2003
"E" stylized	US	2,848,858	June 1, 2004
EFFEN BLACK CHERRY	US	Application Pending No. 76-489,233	Application Filed February 10, 2003
KILOHANA	US	Application Pending No. 76-509,256	Application Filed April 24, 2003