

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Diageo Canada Inc.	FORMERLY UDV Canada Inc.	06/07/2005	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Diageo Brands B.V.		
Street Address:	Molenwerf 10-12		
City:	1014 BG Amsterdam		
State/Country:	NETHERLANDS		
Entity Type:	Private Limited Company: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1490438	G.W. ARCHER'S PEACH COUNTY SCHNAPPS	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-739-5093		
Email:	trademarks@morganlewis.com		
Correspondent Name:	Kristin H. Altoff		
Address Line 1:	1111 Pennsylvania Ave, NW		
Address Line 2:	Attention: TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
DOMESTIC REPRESENTATIVE			
Name:	Kristin H. Altoff		
Address Line 1:	1111 Pennsylvania Ave, NW		
Address Line 2:	Attention: TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Kristin H. Altoff		

CH \$40.00 1490438

Signature:

/Kristin H. Altoff/

Date:

06/14/2005

Total Attachments: 1

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CONFIRMATORY ASSIGNMENT

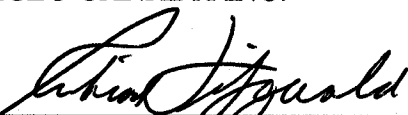
This Trademark Assignment is made effective as of January 27, 2003, by and between **Diageo Canada Inc.**, formerly known as UDV Canada Inc., a Canadian corporation with an address at 401 The West Mall, Suite 800, Toronto, Ontario Canada M9C 5P8 (hereinafter "DCI") and **Diageo Brands B.V.**, a private limited company organized and existing under the laws of The Netherlands, Molenwerf 10-12, 1014 BG Amsterdam, The Netherlands (hereinafter "DBBV").

WHEREAS, DCI owned the U.S. trademark G.W. ARCHER'S PEACH COUNTY SCHNAPPS, and the U.S. trademark registration therefor, U.S. Registration No. 1,490,438 (hereinafter "the Mark"), and the goodwill of the business associated with the Mark; and

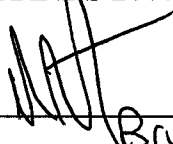
WHEREAS, DCI wishes to confirm and ratify a transfer to DBBV as of January 27, 2003 of all of its right, title and interest in and to the Mark and the goodwill of the business associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, DCI hereby assigns, transfers and sets over to DBBV, *nunc pro tunc* as of January 27, 2003, all of DCI's right, title and interest in and to the Mark, including the right to sue for and receive all damages from past infringements, together with the goodwill of the business associated with the Mark, the same to be held and enjoyed by Diageo, its successors, assigns and other legal representatives.

DIAGEO CANADA INC.

By: 
Name: Richard Fitzgerald
Title: President + CEO
Date: May 27, 2005

DIAGEO BRANDS B.V.

By: 
Name: Bruce Proctor
Title: Attorney in fact
Date: June 7, 2005