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
The Beverage Group, Inc.		09/16/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	AMCON Distributing Company	
Street Address:	7405 Irvington Road	
City:	Omaha	
State/Country:	NEBRASKA	
Postal Code:	68122	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	76576030	ВАНІА
Serial Number:	76576031	ВАНІА

CORRESPONDENCE DATA

Fax Number: (212)684-3999

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-684-3900

Email: efiling@grr.com, fdecolvenaere@grr.com

Correspondent Name: Frank D. Decolvenaere
Address Line 1: 270 Madison Avenue

Address Line 4: New York, NEW YORK 10016-0601

NAME OF SUBMITTER:	Frank D. Decolvenaere
Signature:	/frank decolvenaere/
Date:	09/16/2005

Total Attachments: 2

TRADEMARK REEL: 003160 FRAME: 0391

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TRADEMARK
REEL: 003160 FRAME: 0392

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, The Beverage Group, Inc., a corporation organized and existing under the laws of the State of Delaware, with a place of business at 2 N. Lake Avenue, Suite 910 Pasadena, California 91101 ("Assignor"), owns the marks and trademark applications for registration for the said marks as listed in Schedule A attached hereto and made a part hereof (said marks and applications are hereinafter collectively referred to as the "Marks"); and

WHEREAS, AMCON Distributing Company, a corporation organized and existing under the laws of the State of Delaware, with a place of business at 7405 Irvington Road, Omaha, Nebraska 68122 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the said Marks (including any registrations issuing from the applications and any renewals that may be granted thereon), together with the goodwill of the business symbolized by the said Marks, and all rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same; and

WHEREAS, AMCON Distributing Company is successor to the business of The Beverage Group, Inc. to which the said Marks pertain, and said business is ongoing and existing.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor hereby sells, assigns and transfers unto the said Assignee, its successors and assigns, the entire right, title and interest in and to the said Marks (including any registrations issuing from the applications and any renewals that may be granted thereon), together with the goodwill of the business symbolized by the said Marks and all rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of the said Marks or injury to said goodwill, together with the right to sue or recover the same.

The Beverage Group, Inc.

Dated: 9-16-2005

Name: Michael D. James

alla.

Title: Secretary

STATE OF NEBRASKA)

) ss

COUNTY OF DOUG IAS)

On this <u>llp</u> day of <u>September</u> 2005, before me personally appeared Michael D. James, to me known, and who by me being duly sworn, deposed and acknowledged to me that he is the Secretary of The Beverage Group, Inc., the corporation named in and which executed the foregoing Assignment, and that s/he signed the foregoing Assignment on behalf of said corporation with the authority thereof.

Notary Public

JANICE M. KLAUS MY COMMISSION EXPIRES February 7, 2009

TRADEMARK
REEL: 003160 FRAME: 0393

SCHEDULE A

MARK	APPLICATION NO.	<u>FILED</u>
BAHIA & Design	76/576,030	February 17, 2004
BAHIA	76/576,031	February 17, 2004

TRADEMARK REEL: 003160 FRAME: 0394

RECORDED: 09/16/2005