

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/30/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
House of Daniels, Inc.		11/03/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Royal Wine Corporation
Street Address:	63 North Hook Road
City:	Bayonne
State/Country:	NEW JERSEY
Postal Code:	07702
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2705980	PETER JAKE'S PRIVATE KEEP PREMIUM SOUR MASH KENTUCKY STRAIGHT BOURBON WHISKEY

CORRESPONDENCE DATA

Fax Number: (732)632-8760
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 732-632-6060
 Email: prcarey@buchmanlaw.com
 Correspondent Name: Paulette R. Carey
 Address Line 1: 510 Thornall Street
 Address Line 2: suite 200
 Address Line 4: edison, NEW JERSEY 08837

NAME OF SUBMITTER:	Paulette R. Carey
Signature:	/Paulette R. Carey/

OP \$40.00 2705980

Date:

11/08/2005

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, House of Daniels, Inc., a corporation organized and existing under the laws of California is the owner of the trademark PETER JAKE'S PRIVATE KEEP and of the US Trademark Registration No. 2705980 therefor (the "Mark"); and

WHEREAS, Royal Wine Corporation, a corporation organized and existing under the laws of New York with its principal place of business located at 63 North Hook Road, Bayonne, NJ, 07702 is desirous of acquiring said Mark, the registrations and applications for registrations therefor and the goodwill of the business appertaining thereto;

NOW, THEREFORE, for the sum of \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, House of Daniels, Inc. does hereby assign to Royal Wine Corporation, nunc pro tunc June 30, 2005, all right, title and interest in and to the Mark and the registrations and any of its applications for registrations therefor, together with the goodwill of the business symbolized by the Mark.

Dated this 3 day of November, 2005

HOUSE OF DANIELS, INC.

By: 

Name: Charles L. Daniels, Inc.

Title: President