

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
St. Brendans Irish Cream Liqueur Company Limited		01/31/2006	company of Northern Ireland: UNITED KINGDOM

**RECEIVING PARTY DATA**

<b>Name:</b>	Luxco, Inc.
<b>Street Address:</b>	5050 Kemper Avenue
<b>City:</b>	St. Louis
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63139
<b>Entity Type:</b>	CORPORATION: MISSOURI

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	1359610	SAINT BRENDAN'S
Registration Number:	2122955	SAINT BRENDAN'S SUPERIOR
Registration Number:	2124931	SAINT BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR PRODUCE OF IRELAND MADE WITH AGED IRISH WHISKEY SAINT BRENDAN'S IRISH CREAM LIQUEUR CO. LTD., DERRY, IRELAND.
Serial Number:	76592174	SAINT BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR TREATS
Registration Number:	1364818	THE SPIRIT OF BRENDAN

**CORRESPONDENCE DATA**

Fax Number: (314)345-6060  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 314-345-6000  
 Email: smurphy@blackwellsanders.com  
 Correspondent Name: Wendy Boldt Cohen

**OP \$140.00 1359610**



Address Line 1: 720 Olive St.  
Address Line 2: 24th Floor  
Address Line 4: St. Louis, MISSOURI 63101

ATTORNEY DOCKET NUMBER:	713062.532
NAME OF SUBMITTER:	Wendy Boldt Cohen
Signature:	/Wendy Boldt Cohen/
Date:	02/02/2006

Total Attachments: 3  
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**TRADEMARK ASSIGNMENT**

St. Brendans Irish Cream Liqueur Company Limited., a Northern Ireland company (the "Assignor"), is the owner of United States trademarks SAINT BRENDAN'S, SAINT BRENDAN'S SUPERIOR, THE SPIRIT OF SAINT BRENDAN'S, SAINT BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR TREATS, SAINT BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR PRODUCE OF IRELAND MADE WITH AGED IRISH WHISKEY SAINT BRENDAN'S IRISH CREAM LIQUEUR CO. LTD., DERRY, IRELAND. AND DESIGN, the following applications and registrations:

SAINT BRENDAN'S RN:1,359,610	(Int'l Class: 33) Liqueurs
SAINT BRENDAN'S SUPERIOR RN:2,122,955	(Int'l Class: 33) Liqueurs
SAINT BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR PRODUCE OF IRELAND MADE WITH AGED IRISH WHISKEY SAINT BRENDAN'S IRISH CREAM LIQUEUR CO. LTD., DERRY, IRELAND. AND DESIGN  	(Int'l Class: 33) Liqueurs
SAINT BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR TREATS <small>SAINT BRENDAN'S SUPERIOR IRISH CREAM LIQUEUR TREATS</small> SN:76-592174	(Int'l Class: 33) Liqueurs
THE SPIRIT OF BRENDAN AND DESIGN   RN:1,364,818	(Int'l Class: 33) Liqueurs

and all goodwill associated therewith (collectively the "Trademarks").

Luxco, Inc., a Missouri corporation (the "Assignee"), desires to acquire the Trademarks and the associated goodwill from the Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee all right, title, and interest in and to the Trademarks, including the right to sue for past infringement thereof, and the goodwill associated therewith

and Assignee does hereby purchase, acquire and accept, all of Assignors' right, title and interest in and to the Trademarks together with the goodwill of the business in connection with which the Trademarks are used, including all registrations and applications for registrations therefor, as well as all renewals and extensions of registrations that are or may be secured by Assignee, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the assignee and owner of the Trademarks.

St. Brendans Irish Cream Liqueur Company Limited

Luxco, Inc

By: \_\_\_\_\_

By:  \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: Donn S. Lux

Title: \_\_\_\_\_

Title: President

Date: \_\_\_\_\_

Date: 1/31/06

and Assignee does hereby purchase, acquire and accept, all of Assignors' right, title and interest in and to the Trademarks together with the goodwill of the business in connection with which the Trademarks are used, including all registrations and applications for registrations therefor, as well as all renewals and extensions of registrations that are or may be secured by Assignee, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives. Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the assignee and owner of the Trademarks.

St. Brendans Irish Cream Liqueur Company Limited

Luxco, Inc

By: Brian M. Higgins

By: \_\_\_\_\_

Print Name: BRIAN MEXICANO

Print Name: Donn S. Lux

Title: DIRECTOR

Title: President

Date: 31 January 2006

Date: 1/31/06