

**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:	04/01/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
United Distillers & Vintners (SJ) B.V.		04/27/2006	Private Limited Company: NETHERLANDS

**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: 12**

Property Type	Number	Word Mark
Serial Number:	78231375	J&B
Registration Number:	2958058	J&B
Registration Number:	2405080	
Serial Number:	78712038	J&B
Serial Number:	78232565	J&B
Registration Number:	753435	J&B
Serial Number:	78295738	J&B
Serial Number:	78295733	J&B
Registration Number:	1326268	RARE J&B JUSTERINI & BROOKS LTD. ST. JAMES STREET, LONDON, ENGLAND
Serial Number:	78295734	J&B
Registration Number:	356957	JUSTERINI & BROOKS
Serial Number:	78271424	NIGHTOLOGY

CH \$315.00 78231375

**CORRESPONDENCE DATA**

Fax Number: (202)739-3001  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202-739-3000  
Email: trademarks@morganlewis.com, kaltoff@morganlewis.com  
Correspondent Name: Kristin H. Altoff  
Address Line 1: Attn: TMSU, 1111 Pennsylvania Ave., NW  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	046411-0355
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**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Kristin H. Altoff
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Signature:	/Kristin H. Altoff/
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Date:	05/12/2006
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Total Attachments: 2  
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United States

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made by **United Distillers & Vintners (SJ) B.V.**, a private limited company existing under the laws of The Netherlands and located at Molenwerf 10-12, 1014 BG Amsterdam, The Netherlands (hereinafter "Assignor"), in favor of **Diageo Brands B.V.**, a private limited company existing under the laws of The Netherlands, located at Molenwerf 10-12, 1014 BG Amsterdam, The Netherlands (hereinafter "Assignee").

WHEREAS, the Assignor is the owner of the Marks listed on the attached Schedule and their associated goodwill, and desires to confirm having assigned all of its right, title, and interest in and to the Marks to the Assignee.

WHEREAS, Assignor did, on April 1, 2006, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Marks, and their associated goodwill; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of April 1, 2006, its entire right, title and interest in and to the Marks and their associated goodwill, including the right to sue for and receive all damages from past infringements of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 27 day of April 2006.

**United Distillers & Vintners (SJ) B.V.**

By: 

Name: Stephen C. Morley

Title: Director

By: 

Name: Margaretha C.T. M. Gerichhausen

Title: Director

**UNITED STATES  
SCHEDULE**

<u>MARK</u>	<u>REG. / APP. NO.</u>
INGLE ELLS, INGLE ELLS - Word Block Letters	2536315
J&B - Block Letters	App. 78/231375
J&B - Block Letters	2958058
J&B - Bottles (In Colour)	2405080
J&B - Stylised Iconography Letters [2004]	App. 78/712038
J&B - Stylised Letters	App. 78/232565
J&B - Stylised Letters	753435
J&B RARE - Bottle with Label (in Colour)	App. 78/295738
J&B RARE - Bottle with Label (in Colour)	<i>Unknown</i>
J&B RARE - Label	App. 78/295733
J&B RARE - Label	<i>Unknown</i>
J&B RARE - Label	1326268
J&B RARE - Label (Colour)	App. 78/295734
J&B RARE - Label (Colour)	<i>Unknown</i>
JUSTERINI & BROOKS - Word Block Letters	356957
NIGHTOLOGY - Word Block Letters	App. 78/271424