

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
J.L. Vodka, LLC		05/01/2005	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	JL Beverage Company, LLC		
Street Address:	20 Cerchio Centrale		
City:	Henderson		
State/Country:	NEVADA		
Postal Code:	89011		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78397349	JOHNNY LOVE	
Serial Number:	78397341	JOHNNY LOVE VODKA	
Serial Number:	78397353	JOHNNY LOVE ALOHA	
CORRESPONDENCE DATA			
Fax Number:	(818)380-1908		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	818-380-1900		
Email:	jalumit@patelalumit.com		
Correspondent Name:	John Alumit		
Address Line 1:	16830 Ventura Blvd., Suite 360		
Address Line 4:	Encino, CALIFORNIA 91436		
ATTORNEY DOCKET NUMBER:	TML		
NAME OF SUBMITTER:	John Alumit		

OP \$90.00 78397349

Signature:

/john alunit/

Date:

05/15/2006

Total Attachments: 1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF APPLICATION



WHEREAS J.L. Vodka, L.L.C. whose address is located 762 Union Street, San Francisco, California 94133, United States, has adopted, used and is using the mark, below, which is filed with the United States Patent and Trademark Office;

<u>Mark</u>	<u>Serial Number</u>	<u>Application</u>	<u>Filing Date</u>	<u>Reg. Number</u>
JOHNNY LOVE	78397349	4/6/04	3080566	
JOHNNY LOVE VODKA	78397341	4/6/04	2986519	
JOHNNY LOVE ALOHA	78397353	4/6/04	3086347	

WHEREAS JL Beverages Company LLC ("Assignee") with an address of 20 Cerchio Centrale, Henderson, Nevada 89011, United States, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign to Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified Application thereof.

J.L. Vodka, L.L.C.

By: Elliot B. Stern
Elliot B. Stern, Manager (Assignor)

Date: 5/1/06

JL Beverage Company LLC

By: Thomas J. Diab
Thomas J. Diab, Manager (Assignee)

Date: 5/1/06