

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
United Distillers & Vintners (SJ) B.V.		04/01/2006	Private Limited Company: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Diageo Brands B.V.		
Street Address:	Molenwerf 10-12		
City:	Amsterdam		
State/Country:	NETHERLANDS		
Postal Code:	1014 BG		
Entity Type:	Private Limited Company: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2536315	INGLE ELLS, INGLE ELLS	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-739-5093		
Email:	kaltoff@morganlewis.com		
Correspondent Name:	Kristin H. Altoff		
Address Line 1:	1111 Pennsylvania Ave., NW		
Address Line 2:	ATTN: TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	046411-0355		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Kristin H. Altoff

Signature:

/Kristin H. Altoff/

Date:

06/05/2006

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