

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
Southern Wine & Spirits of Illinois, Inc.		08/15/2006	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Southern Wine and Spirits of America, Inc.		
Street Address:	1600 N.W., 163rd Street		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33169		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78187642	INCREDIBLE CORDIAL EXPERIENCE	
CORRESPONDENCE DATA			
Fax Number:	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202 638 6666		
Email:	dmccoy@jhip.com		
Correspondent Name:	Simor L. Moskowitz		
Address Line 1:	400 Seventh Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	T36014US0		
NAME OF SUBMITTER:	Simor L. Moskowitz		
Signature:	/Simor L. Moskowitz/		
Date:	08/23/2006		

OP \$40.00 78187642

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between SOUTHERN WINE & SPIRITS OF ILLINOIS, INC., a corporation organized under the laws of the State of Illinois, whose address and principal place of business is 7575 Kostner, Suite 100, Chicago, ILL 60652 (Assignor"), and SOUTHERN WINE & SPIRITS OF AMERICA, INC. , a corporation organized under the laws of the State of Florida, whose address and principal place of business is 1600 N.W. 163rd Street, Miami, Florida 33169 (hereinafter referred to as "Assignee").

WHEREAS, Assignor has adopted, used and/or is using, and is the owner of the trademark INCREDIBLE CORDIAL EXPERIENCE and the application for Federal registration therefor, No. 78/187642 filed November 21, 2002 (hereinafter referred to as the "ASSIGNED MARK"); and

WHEREAS, Assignee, intending to succeed to the ongoing and existing business of Assignor to which the mark relates, is desirous of acquiring the entire right, title and interest in and to the ASSIGNED MARK, and the listed application for registration therefor, together with the goodwill of the business pertaining thereto.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby sell, assign, set over and transfer to said Assignee, the entire right, title and interest in and to the ASSIGNED MARK, and the listed U.S. application for registration therefor, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and for the use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment and sale had not been made; together with all claims for and damages by reason of past infringement of the ASSIGNED MARK, with the right to sue

for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed by its duly authorized officer this 15 day of AUGUST, 2006.

SOUTHERN WINE & SPIRITS OF ILLINOIS, INC.

By: 

[SEAL]