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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
Pioneer Wholesale Wine & Liquor Company, Inc.		01/06/2000	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	Missouri Beverage Company	
Street Address:	8909 Ladue Rd.	
City:	St. Louis	
State/Country:	MISSOURI	
Postal Code:	63124	
Entity Type:	CORPORATION: MISSOURI	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1037959	COMMISSAR

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: Alisha L. Huls
Address Line 1: 720 Olive Street
Address Line 2: 24th Floor

Address Line 4: St. Louis, MISSOURI 63101

ATTORNEY DOCKET NUMBER:	713062.607
NAME OF SUBMITTER:	Alisha L. Huls
Signature:	/Alisa L. Huls/

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Date:	09/19/2006		
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TRADEMARK ASSIGNMENT AGREEMENT ("AGREEMENT")

Pioneer Wholesale Wine & Liquor Company, Inc., a Missouri corporation (a/k/a Pioneer Wholesale Wine and Liquor Company) (the "Assignor"), is the owner of United States trademarks COMMISSAR, COMMISSAR and design, DON QUIXOTE, OUTRIGGER RUM, LORD'S GIN in connection with alcoholic beverage products, including without limitation the following applications and registrations:

Trademark	Registration Number	Full Goods/Services	Owner
COMMISSAR	US Federal Registration	(Int'l Class: 33)	Pioneer Wholesale Wine and Liquor
	Number 1,037,959	Vodka	Company (Missouri Corp.)
COMMISSAR AND	Missouri State Registration	(Int'l Class: 33)	Pioneer Wholesale Wine & Liquor
DESIGN	Number 10,738	Vodka	Company, Inc. (Missouri Corp.)
COMMISSAP			
DON QUIXOTE	Missouri State Registration	(Int'l Class: 33)	Pioneer Wholesale Wine & Liquor
	Number 10,913	Tequila	Company, Inc. (Missouri Corp.)
OUTRIGGER RUM	Missouri State Registration	(Int'l Class: 33) Rum	Pioneer Wholesale Wine & Liquor
(STYLIZED)	Number 11,211		Company (Missouri Corp.)

and all goodwill associated therewith (such common law and registered trademarks referred to collectively as the "Trademarks") along with any other trademarks, trade names, trade dress, designs, formulations, recipes, trade secrets, works of authorship and derivations thereof, labels, molds, copyrights, advertisements, promotions, rights of publicity, characters and all other proprietary information and intellectual property, in all forms and media, associated with any or all the Trademarks and all goodwill associated therewith including without limitation those items shown in Exhibit A hereto, incorporated herein by reference, and whether or not subject to patent, copyright, trademark or design registration, (collectively, including the Trademarks and Exhibit A, referred to as "Intellectual Property").

Missouri Beverage Company, Inc. a Missouri corporation (the "Assignee"), desires to acquire the Intellectual Property and the associated goodwill from the Assignor.

NOW, THEREFORE, as of the with title, and interest in and to the Intellectual Property, 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 Intellectual Property is used, including all registrations and applications for registrations therefore, 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.

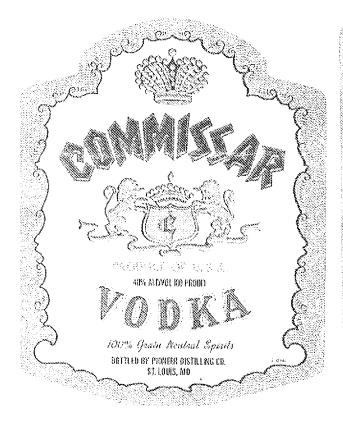
Assignor warrants and represents it is the sole and exclusive owner of all right title and interest in and to the Intellectual Property free and clear of any licenses, transfers, security interests, liens or other encumbrances, and that it has full authority to enter into this Agreement, and that by entering in this Agreement, Assignor is not violating any obligation or duty to any other person or entity. Assignor is not aware of any claim by any third party relating to the Intellectual Property or any products or services relating thereto. To Assignor's knowledge, there is currently no existing or threatened litigation or other claims or

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cause of action arising out of or relating to the Intellectual Property or any products or services related thereto.

Pioneer wholesale Wine & Liquor Company, Inc.	Missouri Beverage Company, Inc.
By: Why M. Pills Print Name: M. Pills Date: P-14-06	By: Walism P. Reichard Print Name: William P. Reichhardt Title: President Date: 8/3/06

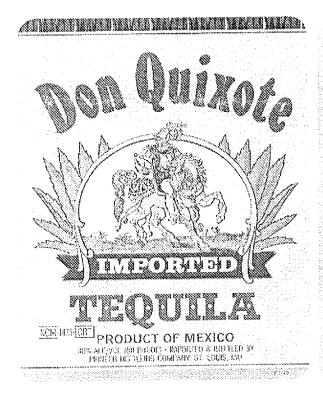
EXHIBIT A



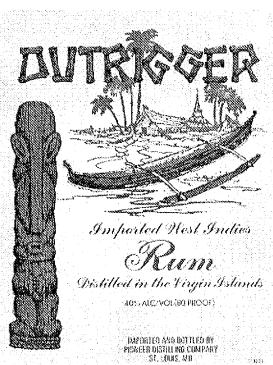


FOTTLEGBY
PIONEER DISTILLING COMPANY
ST. LOUIS, MO

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RECORDED: 09/19/2006



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