

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Southern Wine & Spirits of Nevada, Inc.		11/05/2006	CORPORATION: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Southern Wine and Spirits of America, Inc.		
<b>Street Address:</b>	1600 N.W., 163rd Street		
<b>City:</b>	Miami		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33169		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78707588	KOALITION	
<b>Serial Number:</b>	78707586	COALITION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202 638-6666		
<b>Email:</b>	dmccoy@jhip.com		
<b>Correspondent Name:</b>	Simor L. Moskowitz		
<b>Address Line 1:</b>	400 Seventh Street, N.W.		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	T36017US0		
<b>NAME OF SUBMITTER:</b>	Simor L. Moskowitz		
<b>Signature:</b>	/Simor L. Moskowitz/		

OP \$65.00 78707588

Date:

11/24/2006

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between SOUTHERN WINE & SPIRITS OF NEVADA, INC., a corporation organized under the laws of the State of Nevada, whose address and principal place of business is 8400 S. Jones Boulevard, Las Vegas, Nevada 89139 (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. 163<sup>rd</sup> 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 KOALITION and the application for Federal registration therefor, No. 78/707,588 filed September 6, 2005; and the trademark COALITION and the application for Federal registration therefor, No. 78/707,586 (hereinafter referred to as the "ASSIGNED MARKS"); and

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

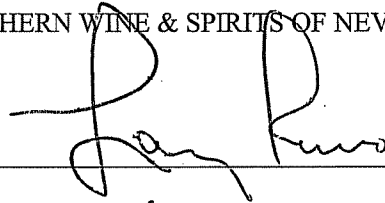
NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby sell, assign, set over and transfer to said Assignee, the entire right, title and interest in and to the ASSIGNED MARKS, and the listed U.S. applications for registration therefor, 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 MARKS, 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 5 day of NOV, 2006.

SOUTHERN WINE & SPIRITS OF NEVADA, INC.

By: \_\_\_\_\_



Nov 3-2006

[SEAL]