

## 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
Beverage Brands, Inc.		12/19/2005	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Sazerac Company, Inc.		
Street Address:	803 Jefferson Highway		
Internal Address:	P.O. Box 52821		
City:	New Orleans		
State/Country:	LOUISIANA		
Postal Code:	70121		
Entity Type:	CORPORATION: LOUISIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78171791	KISS VODKA	
CORRESPONDENCE DATA			
Fax Number:	(650)857-0663		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	650843-5000		
Email:	trademarks@cooley.com		
Correspondent Name:	Todd S. Bontemps		
Address Line 1:	3000 El Camino Real		
Address Line 2:	Five Palo Alto Square, 4th Floor		
Address Line 4:	Palo Alto, CALIFORNIA 94306-2155		
ATTORNEY DOCKET NUMBER:	304566-205		
NAME OF SUBMITTER:	Susan Mobley		
Signature:	/Susan Mobley/		

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REEL: 003455 FRAME: 0519

Date:

01/05/2007

Total Attachments: 1

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**TRADEMARK ASSIGNMENT (TO BE RECORDED)**

**WHEREAS**, Beverage Brands, Inc., a Pennsylvania corporation having its principal place of business at 510 Roslyn Place, Pittsburgh, PA 15232 ("Assignor"), is the owner of the KISS VODKA trademark (the "Mark"), and is the record owner of the application to register the Mark filed with the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use said Mark in connection with vodka; and

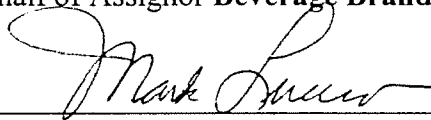
**WHEREAS**, Sazerac Company, Inc., a Louisiana corporation, having its principal place of business at 803 Jefferson Highway, New Orleans, LA 70152 ("Assignee"), desires to acquire said Mark and the application for registration thereof, and that portion of Assignor's business for which Assignor has a *bona fide* intent to use the Mark.

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to said Mark, the pending application for registration thereof, together with the goodwill of the business connected with the use of and symbolized by the Mark, to the extent such goodwill exists, and that portion of Assignor's business for which Assignor has a *bona fide* intent to use said Mark.

This Assignment is effective as of December 19, 2005.

For and On Behalf of Assignor **Beverage Brands, Inc.**

By:



Print Name:

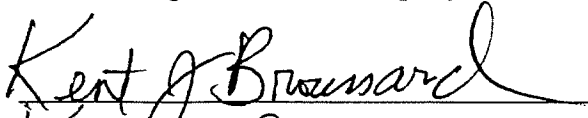
MARK LUCERO

Date:

December 19, 2005

For and On Behalf of Assignee **Sazerac Company, Inc.**

By:



Print Name:

KENT J BROUSSARD

Date:

December 28, 2005