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
Brown-Forman Lebanon, Inc	FORMERLY known as Hartmann, Incorporated	06/01/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	HL Operating Corp.
Street Address:	1301 Hartmann Drive
City:	Lebanon
State/Country:	TENNESSEE
Postal Code:	37087
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	1478268	GRIP LOCK SYSTEM
Registration Number:	1426569	THE OVERNIGHT BUSINESS TRAVELER
Registration Number:	1421060	HARTMANN
Registration Number:	2402194	H
Registration Number:	1158094	H
Registration Number:	3034859	HARTMANN
Registration Number:	2357677	HARTMANN SINCE 1877
Registration Number:	2502037	HSTUDIO
Registration Number:	2427050	INTENSITY COLLECTION
Registration Number:	2406477	MT2
Registration Number:	1227543	WINGS
Serial Number:	78955279	ME & MY HARTMANN
Serial Number:	77033199	RHAPSODY

CH $415.00 1478268

Serial Number:	78941605	SOCIAL-LITE
Serial Number:	78941578	STRATUM
Serial Number:	78888351	WHERE THE JOURNEY BEGINS

CORRESPONDENCE DATA

Fax Number: (215)979-1020

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 215-979-1255

Email: swapicelli@duanemorris.com

Correspondent Name: Samuel W. Apicelli

Address Line 1: 30 S. 17th Street

Address Line 2: Duane Morris LLP

Address Line 4: Philadelphia, PENNSYLVANIA 19103-4196

ATTORNEY DOCKET NUMBER:	E0769-00002
NAME OF SUBMITTER:	Samuel W. Apicelli
Signature:	/Samuel W. Apicelli/
Date:	06/06/2007

Total Attachments: 7

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CONFIRMATORY ASSIGNMENT OF TRADEMARKS

WHEREAS, Hartmann, Incorporated, a Delaware Corporation, having a principal place of business at 1301 Hartmann Drive, Lebanon, TN 37087 (hereinafter referred to as ASSIGNOR), is the owner of record of the entire right, title and interest in and to the trademarks, trademark applications and the U.S. trademark registrations identified on **Schedule A** attached hereto (the "Trademarks"); and

WHEREAS, pursuant to the terms of that certain Asset Purchase Agreement, dated as of April 20, 2007 (hereinafter referred to as the "**Asset Purchase Agreement**"), HL Operating Corp., a Delaware corporation, having a principal place of business at 1301 Hartmann Drive, Lebanon, TN 37087 (hereinafter referred to as ASSIGNEE), has acquired from ASSIGNOR the entire right, title and interest in and to said Trademarks and the assets of the business and the goodwill of the business in connection with which the aforesaid Trademarks have been used; and

WHEREAS, on April 30, 2007, closing under the Asset Purchase Agreement took place, and, on such date, ASSIGNOR transferred to ASSIGNEE, pursuant to a good and valid bill of sale, substantially all of its assets, including without limitation the Trademarks and the goodwill associated therewith; and

WHEREAS, pursuant to the terms of the Asset Purchase Agreement, ASSIGNOR has agreed to execute such additional instruments as may be necessary or desirable to complete or confirm such acquisition by ASSIGNEE; and

WHEREAS, the ASSIGNOR and ASSIGNEE desire to execute another instrument, in a form suitable for recording with the United States Patent and Trademark Office, evidencing the assignment of the Trademarks and the goodwill associated therewith; and

WHEREAS, on May 11, 2007, ASSIGNOR filed with the Delaware Secretary of State a Certificate of Amendment to its Certificate of Incorporation (a copy of which is attached hereto as **Exhibit A**), pursuant to which ASSIGNOR changed its name from "Hartmann, Incorporated" to "Brown-Forman Lebanon, Inc."

NOW THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration the receipt and adequacy of which is hereby freely acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over to ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest of ASSIGNOR in and to said Trademarks, together with the business and the goodwill of the business in connection with which the Trademarks have been used or intend to be used, and all claims, if any, which may have arisen thereunder prior to the date of this instrument.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed by its duly authorized corporate officer and its corporate seal to be hereunto affixed all effective this ____ day of _____, 2007.

Brown-Forman Lebanon, Inc.
(formerly known as Hartmann, Incorporated),
A Delaware Corporation

Date: June 1, 2007

By: _____
Name: Larry W. Perry
Title: Vice President

TRADEMARK
REEL: 003555 FRAME: 0703

SCHEDULE A

REGISTRATION NOS	APPLICATION NOS.	MARK
1478268		GRIP LOCK SYSTEM
1426569		THE OVERNIGHT BUSINESS TRAVELER
1421060		HARTMANN
2402194		H
1158094		H
3034859		HARTMANN
2357677		HARTMANN SINCE 1877
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	78941578	STRATUM
	78888351	WHERE THE JOURNEY BEGINS

EXHIBIT A

DM3\516659.2

TRADEMARK
REEL: 003555 FRAME: 0705

The Secretary of State of Delaware issued a certificate for BROWN-FORMAN LEBANON, INC. whose file number is 2740343 on 05/24/2007 under request number 070605074 for authentication number 5701603.

Back

Delaware

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "HARTMANN, INCORPORATED", CHANGING ITS NAME FROM "HARTMANN, INCORPORATED" TO "BROWN-FORMAN LEBANON, INC.", FILED IN THIS OFFICE ON THE ELEVENTH DAY OF MAY, A.D. 2007, AT 12 O'CLOCK P.M.

2740343 8100

070605074

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5701603

DATE: 05-24-07

State of Delaware
Secretary of State
Division of Corporations
Delivered 12:00 PM 05/11/2007
FILED 12:00 PM 05/11/2007
SRV 070553608 - 2740343 FILE

CERTIFICATE OF AMENDMENT TO THE CERTIFICATE OF INCORPORATION OF HARTMANN, INCORPORATED

To the Secretary of State of the State of Delaware:

Hartmann, Incorporated, a corporation organized and existing under the General Corporation Law of the State of Delaware (the "Corporation"), hereby certifies that an amendment to the Corporation's Certificate of Incorporation, as amended, has been duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware, as follows:

Article 1 of the Corporation's Certificate of Incorporation, as amended, is hereby amended to read in its entirety as follows:

The name of the Corporation is Brown-Forman Lebanon, Inc.

IN WITNESS WHEREOF, Hartmann, Incorporated has caused this Certificate of Amendment to be signed by its duly authorized officer, this April 30, 2007.

HARTMANN, INCORPORATED

By:_____
David Herman, President