

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
RBBC, Inc.	FORMERLY Morand Bros. Beverage Co.	07/02/2002	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Southern Wine & Spirits of Illinois, Inc.		
Street Address:	1600N.W. 163rd Street		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33169		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78101469	INCREDIBLE WINE 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 Moskowitz		
Address Line 1:	400 Seventh Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	T36619US0		
NAME OF SUBMITTER:	Simor Moskowitz		
Signature:	/Simor Moskowitz/		
Date:	06/18/2007		

OP \$40.00 78101469

Total Attachments: 2
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CONFIRMATORY TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between RBBC, INC., an Illinois corporation, formerly known as "MORAND BROS. BEVERAGE CO." and doing business as "Romano Bros. Beverage Co." and sometimes "Moran Bros. Beverage Co." whose address and principal place of business is 70 West Madison Street – Suite 1500, Chicago, Illinois 60602 (hereinafter referred to as "Assignor"), and SOUTHERN WINE & SPIRITS OF ILLINOIS, INC., an Illinois corporation, whose address and principal place of business is 1600 N.W. 163rd Street, Miami, Florida 33169 (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of the trademark INCREDIBLE WINE EXPERIENCE and the application for federal registration therefor, Serial No. 78/101,469 filed January 8, 2002 (hereinafter referred to as the "ASSIGNED MARK"); and

WHEREAS, on or about July 2, 2002, Assignor did assign the ASSIGNED MARK to Assignee as the successor to the ongoing business of Assignor to which this mark pertains, and the parties desire to execute this Confirmatory Trademark Assignment to confirm and record the actual assignment in the Assignment Records of the U.S. Trademark Office.

NOW, THEREFORE, for good and valuable consideration previously paid by Assignee to Assignor, the receipt of which is hereby acknowledged, said Assignor does hereby sell, assign, set over and transfer to said Assignee, *nunc pro tunc* as of July 2, 2002, all of its right, title and interest in and to the ASSIGNED MARK, and the U.S. application for registration therefor, together with the goodwill of the business associated therewith, and

all statutory and common law rights attaching thereto, including the right to sue for damages and all remedies in respect of any infringement or misuse of the ASSIGNED MARK which may have occurred prior to July 2, 2002, and to retain any damages obtained as a result of such action.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed and its seal to be affixed, by its duly authorized officer this 15 day of June, 2007.

RBBC, INC.
formerly known as "MORAND BROS. BEVERAGE CO."
and doing business as "Romano Bros. Beverage Co."
and sometimes "Moran Bros. Beverage Co."

By: Michael J. Romano III
Michael J. Romano III
Company Representative