

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
XR Fusion Holdings II, LLC		08/01/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Davide Campari-Milano S.p.A.		
Street Address:	Via Filippo Turati 27		
City:	Milano		
State/Country:	ITALY		
Postal Code:	20121		
Entity Type:	CORPORATION: ITALY		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	77061695	JEAN-MARC XO VODKA	
Serial Number:	78466050	XO	
Registration Number:	3177900	JEAN-MARC	
Registration Number:	3220537	X-RATED	
Registration Number:	3149625	X-RATED	
Registration Number:	3200805	X-RATED FUSION LIQUEUR	
CORRESPONDENCE DATA			
Fax Number:	(415)268-7522		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	dpung@mofo.com		
Correspondent Name:	Rosemary S. Tarlton		
Address Line 1:	Morrison & Foerster LLP, 425 Market St.		
Address Line 4:	San Francisco, CALIFORNIA 94105-2482		
ATTORNEY DOCKET NUMBER:	40698-6000.000		

CH \$165.00 77061695

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Rosemary S. Tarlton
Signature:	/Rosemary S. Tarlton/
Date:	09/20/2007

Total Attachments: 3

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, **XR Fusion Holdings II, LLC**, a Delaware limited liability company, with offices at 1 Beach Street, Suite 300, San Francisco, California 94133 ("ASSIGNOR") owns certain trademarks and/or service marks, and applications and/or registrations for such marks, as listed in Exhibit A attached hereto and incorporated herein by this reference ("MARKS"); and

WHEREAS, **Davide Campari-Milano S.p.A.**, a corporation incorporated under the laws of the Republic of Italy, with offices at Via Filippo Turati 27, 20121 Milano, Italy ("ASSIGNEE"), desires to acquire all of the right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARKS;

WHEREAS, ASSIGNOR and ASSIGNEE have entered into that certain Flow of Funds and Inventory Payments Memorandum dated August 1, 2007, assigning, among other things, all right, title and interest in and to the MARKS and in and to the registrations and/or applications for same from ASSIGNOR to ASSIGNEE;

WHEREAS, ASSIGNEE is a successor to a portion of the business of the ASSIGNOR to which the MARKS pertain;

NOW, THEREFORE, for good and valuable consideration paid by ASSIGNEE to ASSIGNOR under the Flow of Funds and Inventory Payments Memorandum, the receipt and sufficiency of which hereby is acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire right, title and interest in and to the MARKS, and to the applications and/or registrations for the MARKS, together with the goodwill of the business symbolized by the MARKS and the portion of the business of the ASSIGNOR to which the MARKS pertain, including the right to sue and recover for any past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by an authorized officer on this 1 day of August, 2007.



XR Fusion Holdings II, LLC

By: J. MR

Name: J. McLAUGHLIN

Title: VICE PRESIDENT

MARKS

Mark	International Class	Application Number	Application Date	Registration Number	Registration Date	Expiration Date
JEAN-MARC	33	78/449,457	07/12/2004	3,177,900	11/28/2006	11/28/2016
JEAN-MARC XO VODKA	33	77/061,695	12/11/2006	N/A	N/A	N/A
XO and Design 	33	78/466,050	08/11/2004	N/A	N/A	N/A
X-RATED	33	78/439,451	06/22/2004	3,220,537	03/20/2007	03/20/2017
X-RATED and Design 	33	78/452,057	07/16/2004	3,149,625	09/26/2006	09/26/2016
X-RATED FUSION LIQUEUR	33	78/687,922	08/08/2005	3,200,805	01/23/2007	01/23/2017