

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
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| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Heidsieck & Co Monopole | | 01/02/2008 | CORPORATION: FRANCE |

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| RECEIVING PARTY DATA | |
| Name: | Champagne Vranken |
| Street Address: | 56 Boulevard Henry Vasnier |
| Internal Address: | Villa Demoiselle |
| City: | Reims |
| State/Country: | FRANCE |
| Postal Code: | 51100 |
| Entity Type: | CORPORATION: FRANCE |

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| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 2664831 | |

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| CORRESPONDENCE DATA | |
| Fax Number: | (215)568-3439 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | (215) 568-3100 |
| Email: | trademarks@woodcock.com |
| Correspondent Name: | Denise I. Mroz, Woodcock Washburn LLP |
| Address Line 1: | 2929 Arch Street |
| Address Line 2: | Cira Centre, 12th Floor |
| Address Line 4: | Philadelphia, PENNSYLVANIA 19104-2891 |

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| ATTORNEY DOCKET NUMBER: | ADSG-0010 |
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| DOMESTIC REPRESENTATIVE | |
| Name: | |
| Address Line 1: | |

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Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Denise I. Mroz

Signature:

/Denise I. Mroz/

Date:

01/14/2008

Total Attachments: 1

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TRADEMARK ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, Heidsieck & Co Monopole, a French corporation, with an office at 17 Avenue de Champagne, 51200 Epernay, France ("Assignor") adopted, used, and is the owner of U.S. Trademark Registration No. 2664831 for a the trade dress of a bottle used in connection with the packaging and sale of alcoholic beverages, except beers; wines of Champagne appellation of origin (hereinafter "the Mark"); and

WHEREAS, Champagne Vranken., a French corporation, with an office at Villa Demoiselle, 56 Boulevard Henry Vassier, 51100 Reims, France ("Assignee"), acquired, as of January 5, 2005 ("Effective Date"), all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, intending to be legally bound hereby, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor acknowledges that on the Effective Date it assigned to Assignee all of its rights, title, and interest in and to the Mark, including any choses in action relating to the Mark and the right to bring suit for past infringement of the Mark, together with the good will of the business symbolized by the Mark, and the above-identified registration thereof.

2/11/08
Date

By: Michel FORTIN
Title Chairman
HEIDSIECK & CO MONOPOLE

Date

By: Paul Francois VRANKEN
Title Chairman
CHAMPAGNE VRANKEN