

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
Sidney Frank Importing Co., Inc.		02/29/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Sazerac Company, Inc.		
Street Address:	803 Jefferson Highway, P.O. Box 52821		
City:	New Orleans		
State/Country:	LOUISIANA		
Postal Code:	701522821		
Entity Type:	CORPORATION: LOUISIANA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2667817	CORAZON	
Registration Number:	2460552	CORAZON DE AGAVE	
Registration Number:	3287327	CORAZON DE AGAVE	
Registration Number:	2706421		
CORRESPONDENCE DATA			
Fax Number:	(650)857-0663		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(650) 843-5000		
Email:	trademarks@cooley.com		
Correspondent Name:	Todd S. Bontemps		
Address Line 1:	Five Palo Alto Square, 4th Floor		
Address Line 4:	Palo Alto, CALIFORNIA 94306		
ATTORNEY DOCKET NUMBER:	304566-108		
NAME OF SUBMITTER:	Susan G. Mobley		

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REEL: 003730 FRAME: 0505

Signature:

/Susan G. Mobley/

Date:

03/03/2008

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Sidney Frank Importing Co., Inc., ("SFIC"), a New York corporation, with a place of business at 20 Cedar Street, Suite 203, New Rochelle, New York 10801, is the owner of the trademarks and their corresponding registrations and applications listed on Schedule A attached hereto (hereinafter "the Marks");

WHEREAS, Sazerac Company, Inc., ("Sazerac"), a Louisiana corporation, located at 803 Jefferson Highway, New Orleans, Louisiana 70121, is desirous of acquiring said rights in and to the Marks listed on Schedule A attached hereto;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, SFIC does hereby assign, sell and transfer to Sazerac all right, title and interest in and to the Marks and the registrations thereof and applications therefore, together with the goodwill symbolized by the Marks, together with all accrued causes of action for infringement or misappropriation thereof, including those "Pending Proceedings" described in Schedule A.

Dated: February 29, 2008

For and on Behalf of Assignor

SIDNEY FRANK IMPORTING CO., INC.

By: _____

Name: Lee Einsidler

Title: Chief Executive Officer

Schedule A

The Marks subject to this Assignment Agreement:

United States Registrations

Trademark	Type	Registration No.	Registration Date	Continued Use (Sect. 8/15) Filing Due
Corazón and Heart Design	Word/Design	2667817	12/31/2002	Filed 1/9/2008
Corazón de Agave	Word	2460552 (Supplemental Registry)	6/12/2001	Filed 6/15/2006
Corazón de Agave	Word	3287327	9/4/2007	Due 9/4/2013
Bottle	Configuration	2706421	4/15/2003	Due 4/15/2009

Foreign Registrations

Trademark	Type	Country	Registration No.	Registration Date
Corazón de Agave	Word/Design	Argentina	2025962	5/9/2005
Corazón de Agave	Word/Design	Aruba	23510	5/12/2005
Corazón de Agave	Word/Design	Australia	959554	6/27/2003
Corazón de Agave	Word	Bahamas	Pending Ser. No. 26818	Filed 6/28/2004
Corazón de Agave	Word/Design	Barbados	8118546	5/7/2004
Corazón de Agave	Word/Design	Bermuda	40324	7/30/2003
Corazón and Heart Design	Word/Design	Brazil	825355095	6/19/2007
Corazón and Heart Design	Word/Design	British Virgin Islands	4645	2/13/2007
Corazón de Agave	Word	Canada	TMA 633445	2/22/2005
Corazón and Heart Design	Word/Design	Cayman Islands	2443661	11/08/2001
Corazón de Agave	Word/Design	Chile	668362	3/7/2003
Corazón de Agave	Word/Design	Chile	673873	9/23/2003
Corazón de Agave	Word/Design	Columbia	291799	11/25/2004
Corazón and Heart Design	Word/Design	Costa Rica	148431	7/14/2004
Corazón de Agave	Word/Design	Costa Rica	148432	7/14/2004
Corazón de Agave	Word/Design	European Union	2443661	11/8/2001
Corazón de Agave	Word/Design	Ecuador	24662	6/24/2003
Corazón de Agave	Word/Design	Ecuador	24663	6/24/2003
Corazón and Heart Design	Word/Design	Japan	4717934	10/10/2003

Corazón de Agave	Word	Mexico	442185	9/15/1993
Corazón de Agave	Stylized	Mexico	647541	3/12/2000
Bottle	Configuration	Mexico	761697	8/27/2002
Corazón de Agave	Word/Design	New Zealand	681920	6/27/2003
Corazón de Agave	Word/Design	Peru	93365	10/29/2003
Corazón de Agave	Word/Design	Puerto Rico	60002	7/31/2003
Corazón de Agave	Word/Design	Venezuela	P258804	2/9/2005

Pending Proceedings.

1. On October 31, 2007, SFIC filed a cancellation proceeding against Tequilera de Tepepan, S.A. de C.V. seeking cancellation of Mexican trademark registration number 967,153 for the DE CORAZON composite trademark in International Class 33 for tequila due to likelihood of confusion. An answer in this matter was due January 14, 2008. SFIC is being represented by Rafael Beltran, Esq. of the law firm of Beltran Fortuny y Beltran Rivera, S.C., located at Juan Bautista P. Moliere 13, 4th floor, Polanco, Chapultepec, Mexico, D.F. 11560 (phone no. (5255) 5280-0964).

2. On October 31, 2007, SFIC filed a cancellation proceeding against Casa Tequilera CMB, S. de R.L. de C.V. seeking cancellation of Mexican trademark registration number 969859 for the CORAZON DE MEXICO composite trademark in International Class 33 for tequila due to likelihood of confusion. An answer in this matter was due January 7, 2008. SFIC is being represented by Rafael Beltran, Esq. of the law firm of Beltran Fortuny y Beltran Rivera, S.C., located at Juan Bautista P. Moliere 13, 4th floor, Polanco, Chapultepec, Mexico, D.F. 11560 (phone no. (5255) 5280-0964).