

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
B. Seppelt & Sons Limited		05/12/2008	COMPANY: AUSTRALIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Southcorp Brands Pty Limited		
<b>Street Address:</b>	77 Southbank Boulevard		
<b>City:</b>	Southbank, Victoria		
<b>State/Country:</b>	AUSTRALIA		
<b>Postal Code:</b>	3006		
<b>Entity Type:</b>	COMPANY: AUSTRALIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2864852	SEPPELT ST PETERS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2026637484		
<b>Email:</b>	gkrugman@sughrue.com, mperry@sughrue.com, tm@sughrue.com		
<b>Correspondent Name:</b>	Gary D. Krugman		
<b>Address Line 1:</b>	2100 Pennsylvania Avenue, N.W.		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20037-3213		
<b>ATTORNEY DOCKET NUMBER:</b>	S12221		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			

CH \$40.00 2864852

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Gary D. Krugman

Signature:

/Gary D. Krugman/

Date:

05/15/2008

Total Attachments: 5

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**Deed of Assignment of  
United States Trade Mark  
Registration**

**B. Seppelt & Sons Limited  
Southcorp Brands Pty Limited**

**Allens Arthur Robinson Patent & Trade Marks Attorneys  
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Melbourne VIC 3000  
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## Deed of Assignment of United States Trade Mark Registration

Allens Arthur Robinson 

<b>Date</b>	12 <sup>th</sup> May 2008
<b>Parties</b>	
1.	B. Seppelt & Sons Limited, of 77 Southbank Boulevard, Southbank, Victoria, 3006, Australia (also known as B. Seppelt & Sons Limited and of 403 Pacific Highway, Artarmon, New South Wales, 2161, Australia) (the <i>Assignor</i> )
2.	Southcorp Brands Pty Limited, of 77 Southbank Boulevard, Southbank, Victoria, 3006, Australia (the <i>Assignee</i> )
<b>Recitals</b>	
A	The Assignor is the registered proprietor of the United States trade mark registration described in the schedule (the <i>Registration</i> ).
B	The Assignor has agreed to assign to the Assignee its entire right, title and interest in and to the Registration, on the terms and conditions contained in this Deed.

It is agreed as follows.

### 1. Assignment

For good and valuable consideration (the receipt and sufficiency of which is acknowledged) the Assignor assigns to the Assignee as legal and beneficial owner:

- (a) all its right, title and interest in and to the Registration, including any goodwill of the business symbolised by the trade mark the subject of the Registration therefor;
- (b) the right to lodge and prosecute in the United States further applications to register the trade mark the subject of the Registration in respect of any of the goods covered by the Registration (the *Further Applications*); and
- (c) all its right to institute and maintain proceedings for trade mark infringement against any person who before on or after the date of this Deed infringes rights given by the Registration or by any registration arising in relation to any Further Applications.

### 2. Forms

The Assignor must, at the request of the Assignee:

- (a) execute all documents, forms and authorisations and depose to or swear any declaration or oath as may be required for absolutely vesting all its right, title and interest in and to the Registration and any Further Applications and any registrations arising from them in the Assignee; and

**Deed of Assignment of United States Trade Mark  
Registration**Allens Arthur Robinson 

- (b) at the expense of the Assignee, execute all documents, forms and authorisations and depose to or swear any declaration or oath as may be required for procuring the registration of any Further Applications.

**3. Proceedings**

The Assignor must, at the expense of the Assignee, render the Assignee such reasonable assistance as may be reasonably necessary in any proceedings involving the Registration or the Further Applications (or any registrations arising from them) or any of the trade marks the subject of any of those registrations or applications.

**4. Governing Law and Jurisdiction**

This Deed is governed by the laws of the State of Victoria, Australia. Each party submits to the jurisdiction of courts exercising jurisdiction there, and waives any right to claim that those courts are an inconvenient forum.

**5. Counterparts**

This Deed may be executed in any number of counterparts. All counterparts together will be taken to constitute one instrument.

**Deed of Assignment of United States Trade Mark  
Registration**

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**Schedule**

**United States Trade Mark Registration**

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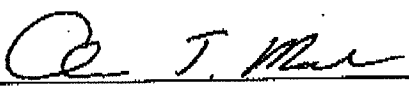
<b>Mark</b>	<b>Class</b>	<b>Registration No</b>
SBPELT ST PETERS	33	2864852

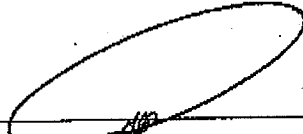
Deed of Assignment of United States Trade Mark  
Registration

Allens Arthur Robinson 

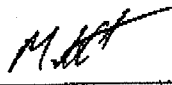
Executed and delivered as a Deed in Victoria.

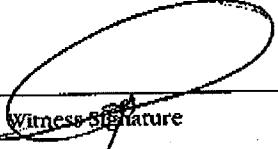
Signed for and on behalf of B. SEPPELT & SONS  
LIMITED by:

  
\_\_\_\_\_  
Signature  
OWEN JOHN MALONE  
\_\_\_\_\_  
Print Name

  
\_\_\_\_\_  
Witness Signature  
CAUSTONEL NOBLE  
\_\_\_\_\_  
Print Name

Signed for and on behalf of SOUTHCORP BRANDS  
PTY LIMITED by:

  
\_\_\_\_\_  
Signature  
MATHEL JORDAN O'KEEFE  
\_\_\_\_\_  
Print Name

  
\_\_\_\_\_  
Witness Signature  
CAUSTONEL NOBLE  
\_\_\_\_\_  
Print Name