

**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>
DEJ Holdings, LLC		06/05/2008	LIMITED LIABILITY COMPANY: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hammerhead Entertainment, LLC		
<b>Street Address:</b>	349 Cayuga Drive		
<b>City:</b>	Mooresville		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28115		
<b>Entity Type:</b>	LTD LIAB JT ST CO: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77228933	WHISKY RIVER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(704)339-3476		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	704-377-8176		
<b>Email:</b>	lperes@rbh.com		
<b>Correspondent Name:</b>	Laura Peres, Paralegal		
<b>Address Line 1:</b>	101 N. Tryon St.		
<b>Address Line 2:</b>	Suite 1900		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28246		
<b>ATTORNEY DOCKET NUMBER:</b>	17015.00053		
<b>NAME OF SUBMITTER:</b>	Laura Peres		
<b>Signature:</b>	/Laura Peres/		

CH \$40.00 77228933

Date:

06/05/2008

**Total Attachments: 2**

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TRADEMARK ASSIGNMENT

This Assignment is made by DEJ Holdings, LLC ("Assignor"), a North Carolina limited liability corporation, with offices at 349 Cayuga Drive, Mooresville, North Carolina 28117, to Hammerhead Entertainment, LLC ("Assignee"), a North Carolina limited liability corporation, with an address at P.O. Box 330, Mooresville, North Carolina 28115.

WHEREAS, Assignor is the owner of all right, title and interest in and to all common law rights in the trademark, service mark and trade name "WHISKY RIVER" and the corresponding federal trademark application listed on the attached Schedule I (collectively, the "Mark");

WHEREAS, Assignee desires to acquire from Assignor any and all right, title and interest in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee any and all of its right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark, and including, without limitation, that portion of Assignor's business appurtenant to the Mark and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

IN WITNESS WHEREOF, Assignor has caused this document to be executed by one of its duly authorized officers as of this 5<sup>th</sup> day of June, 2008.

DEJ HOLDINGS, LLC

By:

Name:

Title:

*Kelley Earnhardt Elledge*  
Kelley Earnhardt Elledge  
Vice President / General Manager

TRADEMARK APPLICATIONS

Trademark	Application Number	Status	Filing Date
WHISKY RIVER	77/228,933	Notice of Allowance issued	July 13, 2007