Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Coastal Imports, Inc.		06/01/2008	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Jerome's Beverages, Inc.
Also Known As:	AKA Jerry Adler Company
Street Address:	1199 Oxford Court
City:	Highland Park
State/Country:	ILLINOIS
Postal Code:	60035
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78809797	GRAN AMIGO
Registration Number:	2737986	GRAN AMIGO

CORRESPONDENCE DATA

Fax Number: (317)639-4882

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (317) 639-1210

Email: dklinestiver@lewis-kappes.com

Correspondent Name: David S. Klinestiver

Address Line 1: One American Square, Suite 2500 Address Line 4: Indianapolis, INDIANA 46282

ATTORNEY DOCKET NUMBER: NAME OF SUBMITTER:	520001-5002 David S. Klinestiver
Signature:	/David S. Klinestiver/

TRADEMARK **REEL: 003935 FRAME: 0332**

900126987

Date:	02/12/2009
Total Attachments: 3 source=Assignment of TM and Registration	Rights - executed#page1.tif

source=Assignment of TM and Registration Rights - executed#page1.tif source=Assignment of TM and Registration Rights - executed#page2.tif source=Assignment of TM and Registration Rights - executed#page3.tif

TRADEMARK REEL: 003935 FRAME: 0333 ASSIGNMENT OF TRADEMARK AND REGISTRATION RIGHTS

WHEREAS, Coastal Imports, Inc., a corporation organized and existing under the

laws of the State of Florida ("Assignor"), having a business address of P.O. Box 1159,

Crystal Beach, Florida 34681, is the owner of the following registration and pending

application in the U.S. Patent and Trademark Office for the mark GRAN AMIGO (the

"Mark") in connection with tequila and other alcoholic beverages and distilled spirits

identified therein:

The "Registration":

Registration No. 2,737,986

Issued: July 15, 2003

The "Application":

Application Serial No. 78/809,797

Filed: February 8, 2006

WHEREAS, Jerome's Beverages, Inc., a corporation organized and existing under

the laws of the State of Illinois ("Assignee"), having a business address of 1199 Oxford

Court, Highland Park, Illinois 60035, the successor to the ongoing and existing business

of Assignor, or portion thereof, to which the Mark pertains, desires to acquire all of

Assignor's interest in the Mark, the Registration and the Application, together with the

goodwill of the business associated therewith (the "Assigned Properties");

NOW, THEREFORE, for good and valuable consideration, the receipt and

sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers

unto Assignee all of its right, title and interest in and to the Assigned Properties, including

the goodwill of the business symbolized thereby and the right to sue and collect for any

past infringement thereof.

Assignor represents and warrants to Assignee that it is the owner of the entire

interest in each of the Assigned Properties and that Assignor has the right to make the

assignment effected by this instrument. Assignor further represents and warrants that

there are no prior assignments, licenses or other rights outstanding in any of the Assigned

TRADEMARK

REEL: 003935 FRAME: 0334

Properties, all of which are free of all claims, liens and encumbrances, and that Assignor

knows of no claim by any third party with respect to any of the Assigned Properties.

Assignor hereby covenants that it will not execute any agreement or instrument in

conflict with the assignment effected by this instrument. Assignor, for itself and its legal

representatives, successors and assigns, further agrees and covenants, upon Assignee's

request, and without further remuneration other than reimbursement of reasonable

expenses, to (a) communicate to Assignee or its legal representatives all facts known to

Assignor respecting any of the Assigned Properties; (b) testify in any legal proceedings

involving rights in any of the Assigned Properties; (c) sign all lawful documents and

instruments, make all rightful oaths, and do generally everything necessary to aid

Assignee and Assignee's successors, assigns and nominees in confirming, preserving

and protecting all rights in and to any or all of the Assigned Properties in the United

States or elsewhere.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has signed this

instrument as of and effective the 1st day of June, 2008.

COASTAL IMPORTS, INC.

Carl Folkman

Title: President

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TRADEMARK REEL: 003935 FRAME: 0335

STATE OF FLORIDA COUNTY OF Pinellas

The undersigned, a Notary Public in and for the County and State aforesaid, hereby certifies that Carl Folkman, a person personally known to me or who has presented satisfactory evidence of his identification in the form of appeared and acknowledged before me this day that he is the President of Coastal Imports, Inc., and that he has executed this instrument on behalf of that corporation as a voluntary act.

IN WITNESS WHEREOF, I hereunto set my hand and official Seal, this 27% day

of <u>January</u>, 2009.

SEAL

AND POST	STEPHANIE MURPHY
* 4 %	MY COMMISSION # DD 777786
	EXPIRES: May 24, 2012
ALAR THE	Bonded Thru Notary Public Underwriters

RECORDED: 02/12/2009

Stephanie Murphy
Notary Public

Printed Name: Stephanie Murphy

My commission expires: