TRADEMARK ASSIGNMENT

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
Anheuser-Busch, Incorporated		11/25/2008	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	Margaritaville Enterprises, LLC
Street Address:	256 Worth Avenue, Suite Q-R
City:	Palm Beach
State/Country:	FLORIDA
Postal Code:	33480
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3524907	FINS UP

CH $40.00 3524907

CORRESPONDENCE DATA

Fax Number: (678)553-2212
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 678-553-2100
Email: atltrademark@gtlaw.com
Correspondent Name: Kristen L. Fancher, Esq.
Address Line 1: 3290 Northside Parkway, Suite 400
Address Line 2: Greenberg Traurig, LLP
Address Line 4: Atlanta, GEORGIA 30327

ATTORNEY DOCKET NUMBER:	101885.013200
NAME OF SUBMITTER:	Kristen L. Fancher, Esq., GA bar member
Signature:	/kristen l fancher/
Date:	03/04/2009

Total Attachments: 2
source=FINS UP - Trademark Assignment from Anheuser-Busch to Margaritaville Enterprises#page1.tif
source=FINS UP - Trademark Assignment from Anheuser-Busch to Margaritaville Enterprises#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Anheuser-Busch, Incorporated, a Missouri corporation, having a place of business at One Busch Place, St. Louis, Missouri 63118 ("Assignor") is the owner of rights in the trademark FINS UP (the "Mark"), Registration No. 3524907;

WHEREAS, Margaritaville Enterprises, Llc, (Delaware Limited Liability Company) having a place of business at 256 Worth Avenue, Suite Q-R, Palm Beach, Florida 33480 ("Assignee") desires to acquire the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any corresponding registrations and applications, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

Assignee hereby accepts the assignment of the Mark, applications, and registrations and all other rights described in this assignment.

The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

316320
IP20070331

IN WITNESS WHEREOF, this Assignment is effective this 30 day of November, 2008.

ANHEUSER-BUSCH, INCORPORATED

By: _____

Name: J.F. Jedlicka

Title: Vice President

Date: Nov. 25, 2008

MARGARITAVILLE ENTERPRISES, LLC

By: _____

Name: JOHN COHLAN

Title: CEO

Date: Feb 17, 2009

316320
IP20070331