

## 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	
CORRESPONDENCE DATA			
Fax Number:	(678)553-2212		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
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		

CH 3524907 \$40.00

**Total Attachments: 2**

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## **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.

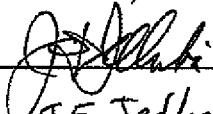
Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

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.

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 COHAN  
Title: CEO  
Date: Feb 17, 2009