

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Drinks Americas		05/04/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Robert J. Ritchie
Street Address:	P.O. Box 1230
City:	Clarkston
State/Country:	MICHIGAN
Postal Code:	48347
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77702235	AMERICAN BADASS BREWING CO.
Serial Number:	77673141	AMERICAN BAD ASS BEER COMPANY
Serial Number:	77669146	BAD ASS BEER
Serial Number:	77587544	AMERICAN BAD ASS
Serial Number:	77587601	"KR"
Serial Number:	77569151	ROCK RED
Serial Number:	77595836	REDNECK BEER
Serial Number:	77554827	RED BEER

CORRESPONDENCE DATA

Fax Number: (312)222-0818
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312.222.0800
 Email: jhbrown@michaelbest.com
 Correspondent Name: Jeffrey H. Brown
 Address Line 1: Michael Best & Friedrich LLP

CH \$215.00 77702235

Address Line 2: 180 N. Stetson, Suite 2000
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	017584-9001
NAME OF SUBMITTER:	Jeffrey H. Brown
Signature:	/Jeffrey Brown/
Date:	05/06/2009

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, Drinks Americas, a Delaware corporation, having offices located at 372 Danbury Road, Suite 163, Wilton, CT 06897 ("ASSIGNOR"), owns all right, title and interest in and to the trademarks and trademark applications listed on Schedule A attached hereto and made a part hereof, and the goodwill of the business symbolized by the aforesaid trademarks;

WHEREAS, ASSIGNOR is assigning the trademarks identified in the applications and registrations set forth on Schedule A along with the portion of ASSIGNOR's ongoing and existing business to which those trademarks pertain; and

WHEREAS, Robert J. Ritchie, with a business address at P.O. Box 1230 Clarkston, MI 48347 ("ASSIGNEE"), the successor to that portion of the ongoing and existing business of ASSIGNOR to which the trademarks set forth on Schedule A pertain, desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademarks and applications therefor listed on attached Schedule A and the goodwill of the business symbolized by said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to ASSIGNEE, its successors, assigns and legal representatives, all of the right, title, and interest in and to said trademarks and applications therefor listed on attached Schedule A, and the goodwill of the business symbolized by said trademarks, together with all rights under any applicable international treaties and agreements, the same to be held and enjoyed by ASSIGNEE for its own use and benefit and the use and benefit of its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, together with all income, royalties, damages or payments resulting from or attributable to activity or conduct after the effective date of this Trademark Assignment, including, without limitation, all worldwide rights to the aforesaid trademarks and applications therefor, the goodwill of the business symbolized by said trademarks and the right to sue and collect for all future, present and past infringements thereof, including infringements which may have occurred prior to the execution of this Trademark Assignment.

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IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of this 4th day of May, 2009.

DRINKS AMERICA, INC.

By: [Signature]

Name: J. Patrick Kenny

Title: Pres. & CEO

STATE OF NY)
) ss.
COUNTY OF NY)

I, Fredrick Schulman do hereby certify that the above-mentioned person appeared before me this day, and acknowledged that this Trademark Assignment was signed and delivered as the free and voluntary act of said person on behalf of the identified corporation with authority to do so, for the uses and purposes therein set forth.

Given under my hand and seal this 4th day of May, 2009.

[Signature]
Notary Public

FREDRICK SCHULMAN
Notary Public, State of New York
No. 02SC4704709
Qualified in Westchester County
Certificate Filed in Westchester County
Commission Expires 10/31/09
09

SCHEDULE A

Trademark

Registration/Serial No.

AMERICAN BADASS BREWING CO.

77/702235

AMERICAN BAD ASS BEER COMPANY

77/673141

BAD ASS BEER

77/669146

AMERICAN BAD ASS

77/587544

"KR"

77/587601

ROCK RED

77/569151

REDNECK BEER

77/595836

RED BEER

77/554827