

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
Pernod Ricard USA, LLC		02/18/2009	LIMITED LIABILITY COMPANY: INDIANA
RECEIVING PARTY DATA			
Name:	High Falls Licensing Co, LLC		
Street Address:	445 St. Paul Street		
City:	Rochester		
State/Country:	NEW YORK		
Postal Code:	14605		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3326703	BLUE BANSHEE	
Registration Number:	2990445	COOLER ESCAPES	
Registration Number:	2978519	ESCAPE TO A COOLER PLACE	
Registration Number:	3231353	PASSIONATE KISS	
Registration Number:	3238289	TAHITIAN SUNSET	
Registration Number:	3046997	WINTER BREEZE	
CORRESPONDENCE DATA			
Fax Number:	(312)840-7884		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(312) 840-7860		
Email:	CHGOIP@jenner.com		
Correspondent Name:	Mariann R. Murphy		
Address Line 1:	330 N. Wabash Avenue		
Address Line 2:	Jenner & Block LLP		
Address Line 4:	Chicago, ILLINOIS 60611-7603		

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TRADEMARK

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ATTORNEY DOCKET NUMBER:	49067-10010
NAME OF SUBMITTER:	Mariann R. Murphy
Signature:	/Mariann R. Murphy/
Date:	06/23/2009
<p>Total Attachments: 4 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif</p>	

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, PERNOD RICARD USA, LLC, an Indiana limited liability company located at 100 Manhattanville Road, Purchase, New York 10577, United States of America (“**Assignor**”), is the owner of the trademarks and the corresponding trademark registrations listed in the attached schedule (hereinafter, the “Trademarks”); and

WHEREAS, HIGH FALLS LICENSING CO, LLC, a Delaware limited liability company located at 445 St. Paul Street, Rochester, New York 14605 (“**Assignee**”), is desirous of acquiring the rights in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business connected with and symbolized by the Trademarks, and with all claims arising out of or relating to the use or ownership of the Trademarks.

* * * * *

This assignment is effective as from February 18, 2009.

PERNOD RICARD USA, LLC

By: Judy Goldfarb
Name: JUDY GOLDFARB
Title: SVP Business Development

HIGH FALLS LICENSING CO, LLC

By: _____
Name: Raquel Palmer
Title: Chief Financial Officer

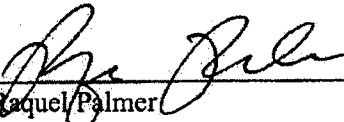
Signature Page to Pernod Trademark Assignment

This assignment is effective as from February 18, 2009.

PERNOD RICARD USA, LLC

By: _____
Name: _____
Title: _____

HIGH FALLS LICENSING CO, LLC

By:  _____
Name: Raquel Palmer
Title: Chief Financial Officer

Signature Page to Pernod Trademark Assignment

SCHEDULE OF TRADEMARKS

<u>Trademark</u>	<u>Serial No./Registration No.</u>
BLUE BANSHEE	3,326,703
COOLER ESCAPES	2,990,445
ESCAPE TO A COOLER PLACE	2,978,519
PASSIONATE KISS	3,231,353
TAHITIAN SUNSET	3,238,289
WINTER BREEZE	3,046,997

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