

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
SPB LLC		07/14/2009	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	Mountain Crest SRL		
Street Address:	1208 14th Avenue		
City:	Monroe		
State/Country:	WISCONSIN		
Postal Code:	53566		
Entity Type:	CORPORATION: BARBADOS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78365681	JAGUAR	
CORRESPONDENCE DATA			
Fax Number:	(312)427-6663		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-427-1300		
Email:	chiustm@ladas.net		
Correspondent Name:	David C. Brezina		
Address Line 1:	224 South Michigan Ave		
Address Line 2:	Suite 1600		
Address Line 4:	Chicago, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	3T09615404		
NAME OF SUBMITTER:	David C. Brezina		
Signature:	/David C. Brezina/		

CH \$40.00 78365681

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**TRADEMARK
 REEL: 004040 FRAME: 0366**

Date:

08/07/2009

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

For the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, SPB LLC, a Wisconsin Limited Liability Company, having its principal place of business at 2617 Water Street, Stevens Point, WI 54481. ("SPB") hereby assigns to Mountain Crest SRL, a Barbados, Corporation having a place of business at 1208 14th Ave., Monroe, WI 53566, ("MOUNTAIN CREST") SPB's entire right, title and interest in and to the trademark JAGUAR as set forth in U.S. Reg. No. 3142948 (the "Trademark"), together with (a) all national, foreign and state registrations, applications for registration and renewals and extensions thereof; (b) all common law rights related thereto; (c) all goodwill associated therewith; and (d) all benefits, privileges, causes of action and remedies relating to any of the foregoing accrued as of the date signed below and thereafter, including, without limitation, the exclusive rights to apply for and maintain all such registrations, renewals and/or extensions, to sue for all present or future infringements or other violations of any rights in the Trademark, and to settle and retain proceeds from any such actions.

Dated this 14 day of JULY 2009.

SPB LLC

By: Joseph E. Martino
JOSEPH E. MARTINO
(Name)
OPERATIVE PARTNER
(Title)

STATE OF _____)
COUNTY OF _____) ss.

On this _____ day of _____, 2009, personally appeared before me the above-named, to me known to be the person described in and who executed the foregoing instrument and acknowledged the same to be his free act and deed in and for the purposes set forth in said instrument.

Notary Public,

(County) County, _____ (State)