

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		08/04/2009	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Margaritaville Enterprises, LLC.		
Street Address:	256 Worth Avenue		
Internal Address:	Suite Q-R		
City:	Palm Beach		
State/Country:	FLORIDA		
Postal Code:	33480		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3581021	LET THE FIN BEGIN	
CORRESPONDENCE DATA			
Fax Number:	(314)577-0776		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	314 577-9715		
Email:	trademarks@anheuser-busch.com		
Correspondent Name:	ANDREA K. CANNON		
Address Line 1:	ONE BUSCH PLACE		
Address Line 2:	202-6		
Address Line 4:	ST. LOUIS, MISSOURI 63118		
ATTORNEY DOCKET NUMBER:	LET THE FIN BEGIN		
NAME OF SUBMITTER:	ANDREA K. CANNON		
Signature:	/Andrea K. Cannon/		

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TRADEMARK
REEL: 004042 FRAME: 0459

CH \$40.00 3581021

Date:

08/12/2009

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 LET THE FIN BEGIN, Registration No. 3581021 (the "Mark");

WHEREAS, Margaritaville Enterprises, LLC, a 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 4th day of

August, 2009.

ANHEUSER-BUSCH, INCORPORATED

By: Francis Z. Hellwig

Name: Francis Z. Hellwig

Title: Assistant Secretary

Date: August 4, 2009

MARGARITAVILLE ENTERPRISES, LLC

By: John L. Cohan

Name: John Cohan

Title: Chief Executive Officer

Date: 4/9/08