

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
New Holland Brewing Company, LLC		10/26/2009	LIMITED LIABILITY COMPANY: MICHIGAN
RECEIVING PARTY DATA			
Name:	Desnoes & Geddes Limited		
Street Address:	214 Spanish Town Road		
City:	Kingston		
State/Country:	JAMAICA		
Entity Type:	CORPORATION: JAMAICA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77474143	DRAGON'S MILK	
CORRESPONDENCE DATA			
Fax Number:	(203)845-5925		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-229-7152		
Email:	trademarks@diageo.com, jeanette.alindogan@diageo.com		
Correspondent Name:	Jennifer J. Millones		
Address Line 1:	801 Main Avenue		
Address Line 2:	c/o Diageo North America, Inc.		
Address Line 4:	Norwalk, CONNECTICUT 06851		
ATTORNEY DOCKET NUMBER:		OPP - DRAGON/ DRAGON'S MI	
DOMESTIC REPRESENTATIVE			
Name:	Jennifer J. Millones		
Address Line 1:	Diageo North America, Inc.		
Address Line 2:	801 Main Avenue		

CH \$40.00 77474143

900147795

**TRADEMARK
 REEL: 004097 FRAME: 0284**

Address Line 4: Norwalk, CONNECTICUT 06851

NAME OF SUBMITTER:

Jennifer J. Millones

Signature:

/Jennifer J. Millones/

Date:

11/17/2009

Total Attachments: 1

source=TM ASSIGNMENT SN77474143#page1.tif

TRADEMARK ASSIGNMENT

This agreement is made between Desnoes & Geddes Limited, a Jamaican corporation with an address of 214 Spanish Town Road, Kingston, Jamaica ("D&G") and New Holland Brewing Company, LLC, a Michigan limited liability company with an address of 66 East 8th Street, Holland, Michigan 49423 ("New Holland").


WHEREAS, New Holland is the owner of the DRAGON'S MILK trademark for use in connection with beer (the "Mark") and of U.S. trademark application Serial No. 77474143 to register the Mark (the "Application"); and

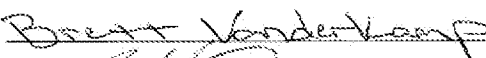
WHEREAS, D&G wishes to purchase the Mark and the Application, together with the goodwill symbolized by the Mark and the Application.

NOW, THEREFORE, in exchange for \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, New Holland assigns to D&G the rights to the Mark and the Application, together with the goodwill associated with the Mark and the Application.

Desnoes & Geddes Limited

New Holland Brewing Company, LLC

By: 
Name: ANDREW BARNES
Title: MANAGING DIRECTOR
Date: 9 Nov 2009

By: 
Name: BRETT VANDERKEMP
Title: owner/President
Date: 10-26-09