

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Trademark Assignment

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ultimat Spirits GmbH		09/29/2009	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	Patron Spirits International AG
Street Address:	Spitalstrasse 5
City:	8200 Schaffhausen
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2897608	
Serial Number:	76690292	LIVE ULTIMATELY
Registration Number:	3535807	ULTIMAT
Registration Number:	3157736	ULTIMAT VODKA
Serial Number:	76690926	ULTIMAT VODKA

CORRESPONDENCE DATA

Fax Number: (310)203-0587
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (310) 203-8080
 Email: trademarkdocket@jmbm.com
 Correspondent Name: Bernard R. Gans
 Address Line 1: 1900 Avenue of the Stars, 7th Floor
 Address Line 4: Los Angeles, CALIFORNIA 90067-4308

ATTORNEY DOCKET NUMBER: 57062-6268

DOMESTIC REPRESENTATIVE

900148014

**TRADEMARK
 REEL: 004099 FRAME: 0053**

CH \$140.00 2897608

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Bernard R. Gans

Signature:

/bernard r gans/

Date:

11/18/2009

Total Attachments: 3

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ASSIGNMENT

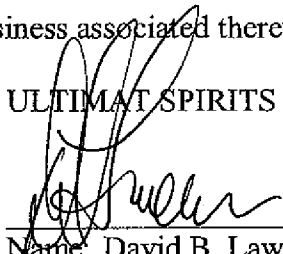
This Agreement acknowledges the Assignment and License Agreement made effective on September 29, 2009, between the parties which assigned certain intellectual property and other assets, including but not limited to the following rights, applications, and registrations in the U.S.:

<u>Trademark</u>	<u>Serial No.</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
Bottle Design (Protection only for void in base of bottle)	76/238094	2897608	26-Oct-2004
LIVE ULTIMATELY	76/690292		
ULTIMAT	76/687969	3535807	25-Nov-2008
ULTIMAT VODKA & Design (Label Shape)	78/736816	3157736	17-Oct-2006
ULTIMAT VODKA label	76/690926		

and including the goodwill of the business associated therewith.


ULTIMAT SPIRITS GmbH (ASSIGNOR)

Date: 16 nov 2009


 Name: David B. Lawrence
 Title: Chief Financial Officer

PATRÓN SPIRITS INTERNATIONAL AG (ASSIGNEE)

Date: 16 nov 2009


 Name: Edward M. Brown
 Title: Chief Executive Officer

