

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Heidsieck & Co. Monopole		11/23/2009	CORPORATION: FRANCE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Champagne Vranken		
<b>Street Address:</b>	Villa Demoiselle 56, Boulevard Henry Vasnier		
<b>City:</b>	Reims		
<b>State/Country:</b>	FRANCE		
<b>Postal Code:</b>	51100		
<b>Entity Type:</b>	Societe Anonyme: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2337013	DIAMANT BLEU	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)568-3439		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	215-568-3100		
<b>Email:</b>	trademarks@woodcock.com		
<b>Correspondent Name:</b>	Woodcock Washburn LLP, attn D. Mroz		
<b>Address Line 1:</b>	Cira Centre, 12th Floor, 2929 Arch St.		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19104-2891		
<b>ATTORNEY DOCKET NUMBER:</b>		ADSG0089	
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Woodcock Washburn LLP, c/o D. Mroz		
<b>Address Line 1:</b>	Cira Centre, 12th Flr, 2929 Arch St.		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19104-2891		

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**TRADEMARK  
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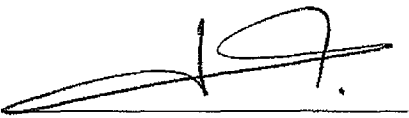
NAME OF SUBMITTER:	Denise I. Mroz
Signature:	/Denise I. Mroz/
Date:	11/23/2009
Total Attachments: 1 source=ADSG-0089 assg#page1.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, Heidsieck & C° Monopole, a French corporation, with a place of business at 42, Avenue de Champagne, Epemay, France 51200 ("Heidsieck") is the owner of the mark DIAMANT BLEU including its corresponding U.S. trademark registration, No. 2337013, ("the Mark"); and

WHEREAS, Champagne Vranken, a French Societe Anonyme, with a place of business at Villa Demoiselle 56, Boulevard Henry Vasnier, Reims, France 51100 ("Champagne Vranken"), is desirous of acquiring the Mark, the good will associated with the Mark, and corresponding U.S. registration;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Heidsieck does hereby assign to Champagne Vranken all right, title, and interest in and to the Mark, all choses in action (including the right to bring suit for past infringement of the mark), together with the good will of the business symbolized by the Mark, and the above identified U.S. trademark registration thereof.

Signature: 

Print Name: M. FORTIN Michel

Print Title: President

On behalf of Heidsieck & C° Monopole

Date: 11/23/09