

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
Long Tail Libations, Inc.		12/07/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Fire Tail Brands, LLC
Street Address:	2148 Hawks Landing Drive
City:	Lake St. Louis
State/Country:	MISSOURI
Postal Code:	63367-1853
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3388863	HYDE
Registration Number:	3403758	
Registration Number:	3380280	HYDE
Registration Number:	3238347	JEKYLL & HYDE
Registration Number:	3100871	JEKYLL & HYDE
Registration Number:	3403757	
Registration Number:	3354568	
Registration Number:	3560120	ORGANIC FROM GRAIN TO GLASS
Registration Number:	3662928	POMACAI
Registration Number:	3450472	PURUS

CORRESPONDENCE DATA

Fax Number: (202)331-4308
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-293-7060

CH \$265.00 3388863

900152738

**TRADEMARK
 REEL: 004135 FRAME: 0509**

Email: vmullineaux@sughrue.com, ksmith@sughrue.com
Correspondent Name: Kevin G. Smith, Esq./Sughrue Mion, PLLC
Address Line 1: 2100 Pennsylvania Avenue, N.W.
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ATTORNEY DOCKET NUMBER:	801134/USTM ASGNLONGTAIL
NAME OF SUBMITTER:	Kevin G. Smith
Signature:	/Kevin G. Smith/
Date:	01/22/2010

Total Attachments: 2

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EXHIBIT C
TRADEMARK ASSIGNMENT AGREEMENT

Whereas, Long Tail Libations, Inc., having its principal place of business at One Busch Place, St. Louis, MO 63118 ("Assignor"), has adopted, used and is using the trademarks on Exhibit A (the "Marks");

Whereas, Fire Tail Brands, LLC, having its principal place of business at 2148 Hawks Landing Drive, Lake St. Louis, Missouri 63367-1853 ("Assignee"), is desirous of acquiring said Marks;

Now, therefore, for good and valuable consideration the receipt of which is acknowledged, Assignor does hereby assign, effective as of the date hereof, all right, title, and interest in and to the said Marks, together with the goodwill of the business symbolized by the said Marks, and all causes of action for past infringement of the Marks.

LONG TAIL LIBATIONS, INC.

By: Patrick J. McAuley
Name: PATRICK J MCGAULEY
Title: President
Date: 12/7/09



**Exhibit A to Trademark Assignment Agreement
Trademarks**

Trademark	Country	Application/ Registration No.	International Class	Goods	Registration Date
HYDE	United States	3,388,863	33	Herbal Flavored Liqueur	26 Feb 2008
Hyde Bottle Design Only	United States	3,403,758	33	Liqueurs	25 Mar 2008
HYDE Label Design	United States	3,380,280	33	Liqueurs	12 Feb 2008
JEKYLL & HYDE	United States	3,238,347	33	Liqueurs	01 May 2007
JEKYLL & HYDE	United States	3,100,871	33	Berry Flavored and Herbal Flavored Liqueurs	06 Jun 2006
Jekyll Bottle Design Only	United States	3,403,757 *Supplemental Register	33	Liqueurs	25 Mar 2008
Jekyll Label Design	United States	3,354,568 *Supplemental Register	33	Liqueurs	11 Dec 2007
ORGANIC FROM GRAIN TO GLASS	United States	3,560,120	33	Organic Vodka	13 Jan 2009
POMACAI	United States	3,662,928	33	Vodka	04 Aug 2009
PURUS	United States	3,450,472	33	Vodka	17 Jun 2008
PURUS	Great Britain	2,467,718	33	Distilled Spirits; Namely Vodka	25 Sep 2007

