

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
Drinks Americas		01/01/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Robert J. Ritchie		
Street Address:	P.O. Box 1230		
City:	Clarkston		
State/Country:	MICHIGAN		
Postal Code:	48347		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77774866	BADASS	
CORRESPONDENCE DATA			
Fax Number:	(312)222-0818		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.222.0800		
Email:	jhbrown@michaelbest.com		
Correspondent Name:	Jeffrey H. Brown		
Address Line 1:	Michael Best & Friedrich LLP		
Address Line 2:	180 N. Stetson, Suite 2000		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	017584-9001		
NAME OF SUBMITTER:	Jeffrey H. Brown		
Signature:	/Jeffrey H. Brown/		
Date:	02/19/2010		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Drinks Americas, a Delaware corporation, having offices located at 372 Danbury Road, Suite 163, Wilton, CT 06897 ("ASSIGNOR"), hereby assigns and transfers all right, title and interest in and to the trademarks and trademark applications and registrations listed on Schedule A attached hereto and made a part hereof, the goodwill of the business symbolized by the aforesaid trademarks, along with the portion of ASSIGNOR's ongoing and existing business to which those trademarks pertain; and

WHEREAS, Robert J. Ritchie, with a business address at P.O. Box 1230 Clarkston, MI 48347 ("ASSIGNEE"), the successor to that portion of the ongoing and existing business of ASSIGNOR to which the trademarks set forth on Schedule A pertain, desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademarks, applications and registrations therefor listed on attached Schedule A and the ongoing and existing goodwill of the business symbolized by said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has transferred and assigned, and by these presents does hereby transfer and assign to ASSIGNEE, its successors, assigns and legal representatives, all of the right, title, and interest in and to said trademarks, applications and registrations therefor listed on attached Schedule A, and the ongoing and existing goodwill of the business symbolized by said trademarks, together with all rights under any applicable international treaties and agreements, the same to be held and enjoyed by ASSIGNEE for its own use and benefit and the use and benefit of its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, together with all income, royalties, damages or payments resulting from or attributable to activity or conduct after the effective date of this Trademark Assignment, including, without limitation, all worldwide rights to the aforesaid trademarks, applications and registrations therefor, the goodwill of the business symbolized by said trademarks and the right to sue and collect for all future, present and past infringements thereof, including infringements which may have occurred prior to the execution of this Trademark Assignment.

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IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of this 1st day of January, 2010.

DRINKS AMERICAS,
a Delaware corporation

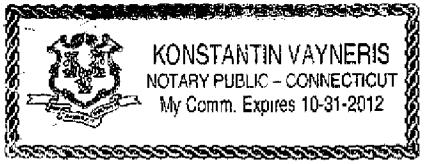
By: [Signature]
Its: CEO

STATE OF Connecticut)
) ss.
COUNTY OF Saintfield)

I, Konstantin Vayneris, do hereby certify that the above-mentioned person appeared before me this day, and acknowledged that this Trademark Assignment was signed and delivered as the free and voluntary act of said person on behalf of the identified corporation with authority to do so, for the uses and purposes therein set forth.

Given under my hand and seal this 16th day of February, 2010.

[Signature]
Notary Public



[Signature]

SCHEDULE A

Trademark

BADASS

Registration/Serial No.

77774866

