

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Hard Rock Cafe International (USA), Inc.		12/23/2009	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hard Rock Spirits, LLC		
<b>Street Address:</b>	6100 Old Park Lane		
<b>City:</b>	Orlando		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32835		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77763824	HARD ROCK VODKA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(407)445-7630		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Email:</b>	ipenforcement@hardrock.com		
<b>Correspondent Name:</b>	Rebecca L Roby		
<b>Address Line 1:</b>	6100 Old Park Lane		
<b>Address Line 4:</b>	Orlando, FLORIDA 32835		
<b>NAME OF SUBMITTER:</b>	Rebecca L. Roby		
<b>Signature:</b>	/r/r/		
<b>Date:</b>	03/06/2010		
<b>Total Attachments: 1</b> source=HR Vodka TM assignment#page1.tif			

OP \$40.00 77763824

**CONFIRMATORY TRADEMARK ASSIGNMENT**

**THIS ASSIGNMENT** is made the 5<sup>th</sup> day of March, 2010 by and between

**Hard Rock Cafe International (USA), Inc.**, a Florida corporation with registered address at 6100 Old Park Lane, Orlando Florida 32835 (hereinafter, 'Assignor') and **Hard Rock Spirits, LLC**, a Florida limited liability company with registered address at 6100 Old Park Lane, Orlando Florida 32835 (hereinafter, 'Assignee').

**WHEREAS**, the Assignor is the exclusive owner of the following United States trademark application:

➤ Serial No. 77/763,824 "HARD ROCK VODKA"; (hereinafter, 'Trademark');

**WHEREAS**, on or about December 23, 2009, Assignor did assign to Assignee said Trademark and the Assignor and the Assignee agree to formally confirm the transfer of all ownership rights in the Trademark to the Assignee; and

**WHEREAS**, the Assignor and the Assignee wish to register the above assignment of the Trademark with the United States Trademark Office.

**NOW THEREFORE**, in consideration of the premises and of the mutual promises, the Assignor does hereby nunc pro tunc confirm as follows:

1. For good and sufficient cause, the Assignor, as sole owner of the Trademark, hereby, assigns to the Assignee all property, right, title and interest in and to the Trademark, together with the goodwill associated with the business of the Assignor under the Trademark.

**IN WITNESS WHEREOF** the Assignor has caused the aforesaid trademark to be assigned by its duly authorized officer.


Signed in ...Orlando, Florida.....

**For:** Hard Rock Cafe International (USA), Inc.

**Signature:**

**Name:**

**Title:**

  
\_\_\_\_\_  
Jay Wolszczak  
\_\_\_\_\_  
Director