

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Montesquieu SA		02/15/2009	COMPANY: LUXEMBOURG

RECEIVING PARTY DATA

Name:	International Wine Institute Ltd.
Street Address:	302 Regent Street
Internal Address:	Suite 401
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W1B 3HH
Entity Type:	COMPANY: NOT PROVIDED

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	78834209	SINCE 1686 MONTESQUIEU THE SPIRIT OF WINE VIRTUTEM FORTUNA SECUNDAT
Registration Number:	3694217	MONTESQUIEU
Registration Number:	3600335	THE SPIRIT OF WINE
Registration Number:	3589229	SINCE 1686 MONTESQUIEU THE SPIRIT OF WINE VIRTUTEM FORTUNA SECUNDAT
Registration Number:	3552005	MONTESQUIEU SINCE 1686
Registration Number:	3354462	THE SPIRIT OF WINE

CORRESPONDENCE DATA

Fax Number: (703)683-8396
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 703 548 6284
 Email: dstarr@nathlaw.com
 Correspondent Name: Ross A. Epstein
 Address Line 1: 112 S. West Street

OP \$165.00 78834209

900158653

**TRADEMARK
 REEL: 004178 FRAME: 0404**

Address Line 4: Alexandria, VIRGINIA 22314

ATTORNEY DOCKET NUMBER:

90602

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

ROSS A. EPSTEIN/H. DAVID STARR

Signature:

/Ross A. Epstein and H. David Starr/

Date:

04/01/2010

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, Montesquieu SA, a company organized and existing under the laws of Luxembourg with its principal place of business at Plateau Altmünster, 9b-L-1123 Luxembourg ("Assignor"), has obtained all of the rights to the "Trademarks" as set forth in the Schedule of Trademarks attached as Exhibit "A;"

WHEREAS, International Wine Institute Ltd., a company organized and existing under the laws of the Island of Nevis with its principal place of business at 302 Regent Street, Suite 401, London W1B 3HH, United Kingdom ("Assignee") is desirous of acquiring the "Trademarks;"

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. As used in this Assignment, term "Trademarks" shall mean those certain trademarks as are described in the Schedule of Trademarks attached as Exhibit A hereto for the territory of the United States and its territories, Canada and its territories and Mexico and its territories (the "Territory"). The term "Trademarks" shall include all applications for and registrations to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the Territory, along with the right to recover for damages and profits for past, present or future infringements thereof.
2. Assignor does hereby assign unto Assignee all of Assignor's right, title and interest in and to the Trademarks.
3. Assignor agrees to execute shall and deliver at the request of Assignee all papers, instruments and assignments and to perform any other reasonable acts that Assignee may request in order to vest all Assignor's rights, title and interests in and to the Trademarks to Assignee, maintain and enforce full benefits from the rights and interest assigned and provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.
4. This Assignment shall be effective as of 15 February 2009 and shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

ASSIGNOR

Montesquieu SA

By:

Name: Denis Van den Bulke
Its: Director

By:

Name: Michael Adams
Its: Director

ASSIGNEE

International Wine Institute Ltd.

By:

Name: Michael Adams
Its: Managing Director

TRADEMARK ASSIGNMENT

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ASSIGNOR

Montesquieu SA

By: _____
Name: Denis Van den Bulke
Its: Director

By: Michael Adams
Name: Michael Adams
Its: Director

ASSIGNEE

International Wine Institute Ltd.

By: Michael Adams
Name: Michael Adams
Its: Managing Director

Exhibit A




Schedule of Trademarks

Original Holder	Mark's Wording	Mark's Type	First Deposit Date	Deposit's Classes	National Number Registration	Expiration Date	International Mark	Refusal	International Deposit Date	International Deposit Number
VDHM	Henry, Baron de Montesquieu	Semi-figurative mark	27 May 1993	33	93 469 951	26 May 2003	Yes	Switzerland and Spain	15 November 1993	809 481
VDHM	Henry, Baron de Montesquieu	Semi-figurative mark	20 August 2004	33	04 309 386	19 August 2014				
VDHM	Henry, de Secondat de Montesquieu	Semi-figurative mark	27 May 1993	33	93 489 950	26 May 2003	Yes	Switzerland and Spain	15 November 1993	609 480
VDHM	Henry, de Secondat de Montesquieu	Semi-figurative mark	20 August 2004	33	0 3 309 3874	19 August 2014				
VDHM	M de Montesquieu	Semi-figurative mark	17 December 1996	33	96 656 861	16 December 2006				
VDHM	Les Persanes de Montesquieu	Semi-figurative mark	27 December 2000	33	03 073 267	26 December 2010				
VDHM	Baron de Montesquieu Accent Graves	Semi-figurative mark	18 October 2004	33	04 3 318 940	18 October 2014				
VDHM	Montesquieu Mode Rive Gauche	Word mark	11 October 2005	33	05 3 385 070	10 October 2015				

Source: Vins & Domaines Trademark Assignment dated 15 December 2005

Exhibit A (cont'd)
Schedule of Trademarks

MONTESQUIEU SA
U.S. PENDING APPLICATIONS

MARK	Ref. No.	Goods	Filing Date	Serial Number	Status
MONTESQUIEU	90339	Wine, in Class 33 Brokerage in the field of wine, in Class 36 Conducting entertainment exhibitions in the nature of wine festivals; Entertainment services, namely, wine tastings, in Class 41 Providing information about wine characteristics, in Class 43	10/20/2005	78736819	Notice of Allowance issued February 2009
	90420	Wine, in Class 33 Packaging and private labeling of wine and wine-related products, in class 35 Brokerage in the field of wine, in Class 36 Conducting entertainment in the nature of wine festivals; entertainment services, namely, wine tastings, in Class 41	3/10/2006	78834186	Notice of Allowance issued May 13, 2008
	90454	Wine; Class 33 Packaging and private labeling of wine and wine-related products; Class 35 Brokerage in the field of wine; Class 36	3/10/2006	Parent application 78834209 for Class 33 Child application 78980883 for Class 35, 36, and 41	Notice of Allowance issued May 27, 2008
	90455	Wine, in Class 33 Packaging and private labeling of wine and wine-related products, in Class 35 Brokerage in the field of wine, in Class 36 Conducting entertainment exhibitions in the nature of wine festivals; entertainment services, namely, wine tastings, in Class 41	3/16/2006	78838636	Notice of Allowance issued May 13, 2008
THE SPIRIT OF WINE	90453A	Wine, in Class 33	3/16/2006	78838617	Statement of Use filed January 21, 2009


Source: The Nash Law Group

U.S. TRADEMARK REGISTRATIONS

MARK	Ref. No.	Goods/Services	Registration Date	Registration Number	Status
THE SPIRIT OF WINE	90453	"Packaging and private labeling of wine and wine-related products," in International Class 35; "Brokerage in the field of wine," in International Class 36; and "Conducting entertainment exhibitions in the nature of wine festivals; entertainment services, namely, wine tasting," in International Class 41.	December 11, 2007	3354462	Declaration of Use due December 11, 2013

INTERNATIONAL WINE INSTITUTE LTD.
PENDING EUROPEAN ("CTM") TRADEMARK APPLICATIONS

MARK	Ref. No.	Goods	Filing Date	Serial Number	Status
MONTESQUIEU	90611-CTM	Wine totes with handles for carrying or holding wine, tote bags, in Class 18 Wine racks, in Class 20 Cork screws and cork holders, wine bottle cradles, bottle openers, mugs, in Class 21 Shirts, sweatshirts, in Class 25	10/27/2006	5421235	Opposition pending by Arvicaretey, S.A. (Spanish winery owner of MONTESQUIEU mark)

		<p>Wine, in Class 33</p> <p>Packaging and private labeling of wine and wine-related products, in class 35</p> <p>Brokerage in the field of wine, in Class 36</p> <p>Conducting entertainment in the nature of wine festivals; entertainment services, namely, wine tastings, in Class 41</p>			
	90612-CTM	<p>Wine totes with handles for carrying or holding wine, tote bags, in Class 18</p> <p>Wine racks, in Class 20</p> <p>Cork screws and cork holders, wine bottle cradles, bottle openers, mugs, in Class 21</p> <p>Shirts, sweatshirts, in Class 25</p> <p>Wine, in Class 33</p> <p>Packaging and private labeling of wine and wine-related products, in class 35</p> <p>Brokerage in the field of wine, in Class 36</p> <p>Conducting entertainment in the nature of wine festivals; entertainment services, namely, wine tastings, in Class 41</p>	10/27/2006	5421151	<p>Opposition pending by Arvicaretey, S.A. (Spanish winery owner of MONTESQUIUS mark)</p>

Source: The Nath Law Group