

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/03/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Starr Hill Holdings, LLC		12/03/2007	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	Brand Holdings, LLC
Street Address:	321 East Main Street
Internal Address:	Suite 500
City:	Charlottesville
State/Country:	VIRGINIA
Postal Code:	22902
Entity Type:	LIMITED LIABILITY COMPANY:

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3274333	STARR HILL PRESENTS
Registration Number:	3367723	STARR LIGHT
Registration Number:	3284472	JOMO
Registration Number:	3328364	THE GIFT OF GREAT BEER
Registration Number:	3278886	THE LOVE
Registration Number:	3278885	FESTIE
Registration Number:	3070244	
Registration Number:	3105497	STARR HILL

CORRESPONDENCE DATA

Fax Number: (757)473-0395
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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**TRADEMARK
 REEL: 004182 FRAME: 0072**

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Phone: 757-499-8800
Email: ip@williamsmullen.com
Correspondent Name: Amy G. Marino, Esq.
Address Line 1: 222 Central Park Avenue
Address Line 2: Suite 1700
Address Line 4: Virginia Beach, VIRGINIA 23462

ATTORNEY DOCKET NUMBER:	043573.0001
NAME OF SUBMITTER:	Amy G. Marino
Signature:	/Amy G. Marino/
Date:	04/08/2010

Total Attachments: 3
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ASSIGNMENT OF MARKS

THIS ASSIGNMENT OF MARKS ("Assignment") is made as of December 3, 2007, by Starr Hill Holdings, LLC ("Assignor") to Brand Holdings, LLC ("Assignee").

Assignor is a limited liability company organized under the laws of the Commonwealth of Virginia, and having its principal office at 321 East Main Street, Suite 500, Charlottesville, Virginia, 22902, and is the owner of all of the right, title, and interest in, to and under the marks and applications and registrations therefore listed on Schedule A ("Marks"), which is attached hereto and incorporated into this Assignment;

Assignee is a limited liability company organized under the laws of the Commonwealth of Virginia and having its principal office at 321 East Main Street, Suite 500, Charlottesville, Virginia, 22902, and desires to acquire any and all rights that Assignor may have throughout the world in and to the Marks and the applications and registrations therefore, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, throughout the world, along with the right to recover for damages and profits for any past, present, or future infringements thereof;

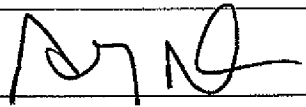
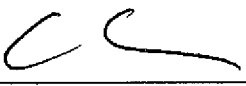
NOW, THEREFORE, as a capital contribution by Assignor to Assignee, in which Assignor owns a majority interest, Assignor hereby transfers, assigns, conveys and delivers to Assignee, its successors, and assigns, all of Assignor's right, title and interest in, to, and under the Marks (including the registrations thereof and applications therefor (wherever filed)), together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, throughout the world, along with the right to recover for damages and profits for past, present, or future infringements thereof;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks to the Assignee and/or 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.


IN WITNESS WHEREOF, Assignor and Assignee have duly executed this Assignment of Marks as of the date first set forth above.

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SIGNATURE PAGE TO ASSIGNMENT OF MARKS

ASSIGNOR, STARR HILL HOLDINGS, LLC	ASSIGNEE, BRAND HOLDINGS, LLC
By: 	By: 
Its: <u>Vice-President</u>	Its: <u>Manager</u>

SCHEDULE A

Registration No. / Registration date	Mark	Goods & Services
3,274,333 / 08/07/2007	STARR HILL PRESENTS	(Class 35) Promotion and marketing of musical events, shows, concerts and tours for others. (Class 41) Organization of musical events, shows, concerts and tours for others.
3,367,723 / 01/15/2008	STARR Light	(Class 32) Beer
3,284,472 / 08/28/2007	JOMO	(Class 32) Beer
3,328,364 / 11/06/2007	THE GIFT OF GREAT BEER	(Class 32) Beer
3,278,886 / 08/14/2007	THE LOVE	(Class 32) Beer
3,278,885 / 08/14/2007	FESTIE	(Class 32) Beer
3,070,244 / 03/21/2006	Design -- Single star with five points; circles, three or more concentric; circles that are totally or partially shaded. 	(class 32) Beer
3,105,497 / 06/20/2006	STARR HILL	(class 32) Beer