

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
Platinum Organization, Ltd.		04/07/2010	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Sazerac Company, Inc.		
Street Address:	803 Jefferson Highway		
City:	New Orleans		
State/Country:	LOUISIANA		
Postal Code:	70152		
Entity Type:	CORPORATION: LOUISIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3548163	PLATINUM	
CORRESPONDENCE DATA			
Fax Number:	(202)456-8100		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 843-5000		
Email:	trademarks@cooley.com		
Correspondent Name:	Todd S. Bontemps		
Address Line 1:	777 6th St., N.W., Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	304577-205		
NAME OF SUBMITTER:	Todd S. Bontemps		
Signature:	/Todd S. Bontemps/		
Date:	04/14/2010		

CH \$40.00 3548163

Total Attachments: 1
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Exhibit A

ASSIGNMENT OF TRADEMARK

This Trademark Assignment ("Assignment") is made as of this ___ day of April 2010, by and between Platinum Organization, Ltd., headquartered at 1201 West 6th Street Suite C, Austin, Texas ("Assignor"), and Sazerac Company, Inc., a Louisiana Corporation, headquartered at 803 Jefferson Highway, New Orleans, Louisiana ("Assignee").

WHEREAS, Assignor is the owner of the PLATINUM trademark and the U.S. Trademark Registration therefor (U.S. Reg. No. 3,548,163) for use in connection with "liqueur" (hereafter the "Mark"); and

WHEREAS, Assignee desires to acquire from Assignor all right, title, and interest to the Mark together with the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign to Assignee all right, title, and interest to the Mark together with the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee any and all right, title, and interest in and to the Mark together with the goodwill of that portion of the business symbolized by the mark, and the right to sue for past infringement of the Mark.

IN WITNESS WHEREOF, Assignor has executed this Assignment and caused the same to be duly delivered on its behalf on the day and year first set forth above.

For And On Behalf of Assignor
Platinum Organization, Ltd.

By: 

Name: DAVID GOODNIGHT

Title: CEO

Date: April 7th 2010