

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<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>
William Whiteley & Co. Inc.		12/21/2009	JOINT STOCK COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Chivas Holdings (IP) Limited		
<b>Street Address:</b>	111-113 Renfrew Road		
<b>City:</b>	Paisley - Renfrewshire		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	PA3 4DY		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0318813	HOUSE OF LORDS	
<b>CORRESPONDENCE DATA</b>			
Fax Number: (212)246-8959			
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone: 2127081870			
Email: lbryer@ladas.com			
Correspondent Name: Lanning G. Bryer			
Address Line 1: 26 West 61st Street			
Address Line 4: New York, NEW YORK 10023			
<b>ATTORNEY DOCKET NUMBER:</b>		NTMA 101007:753	
<b>DOMESTIC REPRESENTATIVE</b>			
Name: LADAS & PARRY LLP			
Address Line 1: 26 West 61st Street			
Address Line 4: New York, NEW YORK 10023			

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**TRADEMARK**  
 REEL: 004190 FRAME: 0663

NAME OF SUBMITTER:	Lanning G. Bryer
Signature:	/lgb/
Date:	04/22/2010
<b>Total Attachments: 5</b> source=CHIVAS HOLDINGS#page1.tif source=CHIVAS HOLDINGS#page2.tif source=CHIVAS HOLDINGS#page3.tif source=CHIVAS HOLDINGS#page4.tif source=CHIVAS HOLDINGS#page5.tif	

## Deed of Assignment

This trade mark assignment is dated 21 of December 2009.

### Between:

1. William Whiteley & Company Inc. of 1209 Orange Street, Wilmington , Delaware 19801, USA, registered in the United States of America ("the assignor");

### AND

2. Chivas Holdings (IP) Limited of 111-113 Renfrew Road, Paisley, Renfrewshire, PA3 4DY, registered in Scotland, UK ("the assignee")

### Whereas :

The assignor is the beneficial owner and the registered proprietor of all the trade mark registrations for HOUSE OF LORDS and related labels included in the attached schedule.

### Assignment

The assignor, as the beneficial owner, hereby assigns for £1 to the assignee:

1. All its rights, title, property and interest in the trade marks included in the attached schedule.
2. All common law and all other rights connected therewith including the right to sue for damages and other remedies in respect of any infringements of the trade marks or passing off which may have occurred prior to the date hereof.
3. All the goodwill, interest and connection of the assignor associated with and symbolised by the scheduled trade marks.

This Agreement is subject to the laws of England and Wales.

Signed for and on behalf of, the assignor, William Whiteley & Company Inc.

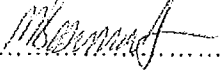
Signature:  .....

Name : Stuart Macnab

Title: Company Secretary


Date: 21 December 2009

Signed for and on behalf of, the assignee, Chivas Holdings (IP) Limited

Signature: .....

Name: Michelle Louise Beaumont

Title: Head of IP Legal

Date: .....December 2009

Schedule of trade marks

Trademark	Country	Filing Number	Registration Number
HOUSE OF LORDS	Benelux	671532	405649
HOUSE OF LORDS	Brazil		003194094
HOUSE OF LORDS	Chile	743655	777367
HOUSE OF LORDS	Colombia	92127187	14034
HOUSE OF LORDS	France	879841	1461912
HOUSE OF LORDS	Germany	G20794	946922
HOUSE OF LORDS	Italy	35276C/75	1148190
HOUSE OF LORDS	Lebanon		26059
HOUSE OF LORDS	Netherlands Antilles	D-1413	01386
HOUSE OF LORDS	Norway	84491	67169
HOUSE OF LORDS	Panama	251	251A
HOUSE OF LORDS	Paraguay	19161/2005	284510
HOUSE OF LORDS	Peru	268063	32409
HOUSE OF LORDS	Portugal	183659	183659
HOUSE OF LORDS	Puerto Rico	8237	8237
HOUSE OF	South Africa	80/7590	80/7590

LORDS			
HOUSE OF LORDS	Spain	707705	707705
HOUSE OF LORDS	United States Of America	344305	318813
HOUSE OF LORDS	Uruguay	219771	306434
HOUSE OF LORDS	Uruguay	374148	290051
HOUSE OF LORDS	Venezuela	1944-015160	F015160

IN THE MATTER OF

Trademark **HOUSE OF LORDS Stylized**Registration No.: **318813**Dated: **November 6, 1934****APPOINTMENT OF DOMESTIC REPRESENTATIVE**

Ladas & Parry LLP, whose postal address is 26 West 61st Street, New York, New York 10023, United States of America, is hereby designated applicant's representative upon whom notices concerning the recordal of the assignment against the subject registration may be served.

**POWER OF ATTORNEY**

Applicant hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

ALLAN S. PILSON

DANIEL F. ZENDEL

LANNING G. BRYER

DENNIS S. PRAHL

BHARATI BAKSHANI

MARY A. MOY

SCOTT J. LEBSON

RALPH H. CATHCART

MICHAEL A. CORNMAN

JAY A. BONDELL

members of the Bar of the State of New York, c/o Ladas & Parry LLP, 26 West 61st Street, New York, New York 10023, United States of America, to record an assignment in the Patent Office in connection with the subject registration and any licenses associated therewith.

**CHIVAS HOLDINGS (IP) LIMITED**

By MICHELLE LOUISE BEAUMONT  
Head of IP Legal

X



DATE: X

