

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
Campari International S.A.M.		03/01/2010	CORPORATION: MONACO
RECEIVING PARTY DATA			
Name:	Davide Campari-Milano S.p.A.		
Street Address:	Via Franco Sacchetti		
City:	Sesto San Giovanni (MI)		
State/Country:	ITALY		
Postal Code:	20099		
Entity Type:	CORPORATION: ITALY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0644949		
Registration Number:	0695031	OLD SMUGGLER	
Registration Number:	0834508	SCOTCH WITH A HISTORY	
Registration Number:	0707031	SCOTCH WITH A HISTORY	
CORRESPONDENCE DATA			
Fax Number:	(415)398-5584		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415.398.8080		
Email:	trademarkdocket@jmbm.com		
Correspondent Name:	James Wesley Kinnear		
Address Line 1:	Two Embarcadero Center, 5th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	71106-0001		
DOMESTIC REPRESENTATIVE			

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**TRADEMARK
 REEL: 004201 FRAME: 0231**

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	James Wesley Kinnear
Signature:	/james wesley kinnear/
Date:	05/07/2010

Total Attachments: 11

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TRADEMARK ASSIGNMENT

WHEREAS, Campari International S.A.M., a Monaco corporation, having its place of business at rue du Gabian, 7, 98004, Monaco, ("Assignor") is the owner of the trademarks set forth in Exhibit A attached hereto and incorporated herein by this reference (the "Marks"), the business associated with each of the Marks, and the goodwill represented by each of the Marks.

WHEREAS, Davide Campari-Milano S.p.A., an Italian corporation, ("Assignee"), with a principal address of Via Franco Sacchetti, 20099 Sesto San Giovanni (MI), Italy desires to acquire all of Assignor's right, title and interest in and to each of the Marks, the portion of the business to which each of the Marks pertain and the goodwill represented by each of the Marks.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, effective as of the date of this Assignment, all of Assignor's right, title and interest in and to each of the Marks and the portion of Assignor's existing and ongoing business to which each of the Marks pertain, and the goodwill represented by each of the Marks, free and clear of all security interests, liens and encumbrances, suffered or incurred by Assignor, together with the right to bring and prosecute any claims or causes of action for past, present or future infringement of any of the Marks. For the purposes hereof, each of the Marks includes, without limitation, each Mark (whether or not registered), each pending application for the registration thereof, and each registration thereof, in the United States Patent and Trademark Office or in any other office or registry for the registration of trademarks in any other jurisdiction. Assignee takes the foregoing portion of the Assignor's business free and clear of any and all debts, liens, claims by or other obligations to third-parties.

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The United States Patent and Trademark Office and each other such office or registry in any other jurisdiction hereby are authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

IN WITNESS WHEREOF, this Assignment is effective as of 01 MARCH, 2010.

<u>Assignor</u>	<u>Assignee</u>
CAMPARI INTERNATIONAL S.A.M., a Monaco corporation	DAVIDE CAMPARI-MILANO S.P.A., an Italian corporation
By: <u>P. Logallo</u>	By: <u>Stefano Saccardi</u>
Name: PIETRO LOGALLO	Name: STEFANO SACCARDI
Title: MANAGING DIRECTOR	Title: MANAGING DIRECTOR

EXHIBIT "A"

United States		
Application Serial Number	Registration Number	Mark
1. 72/004,458	644949	Bottle Design
2. 72/066,112	695031	OLD SMUGGLER & Device
3. 72/246,386	834508	SCOTCH WITH A HISTORY
4. 72/066,113	707031	SCOTCH WITH A HISTORY & Device
Albania		
1. AL/M/02/00139	9380	OLD SMUGGLER
2. AL/M/03/00035	9651	BRAEMAR
Algeria		
1. 2171	2171	OLD SMUGGLER
Anguilla		
1. 244	244	OLD SMUGGLER
Antigua and Barbados		
1. 244	244	OLD SMUGGLER
Argentina		
1. 2182891	1809972	OLD SMUGGLER
2. 2182892	1809971	OLD SMUGGLER
3. 2182893	1749334	OLD SMUGGLER
4. 2182906	1809926	OLD SMUGGLER
5. 2182894	1809970	OLD SMUGGLER
6. 2182897	1809935	OLD SMUGGLER
7. 2182909	1809904	OLD SMUGGLER
8. 2182914	1810724	OLD SMUGGLER
9. 2182912	1810726	OLD SMUGGLER
10. 2182910	1809922	OLD SMUGGLER
11. 2182911	1810727	OLD SMUGGLER
12. 2182919	1810719	OLD SMUGGLER
13. 2182915	1810723	OLD SMUGGLER
14. 1125315	903606	OLD SMUGGLER
15. 2182908	1809924	OLD SMUGGLER
16. 2182905	1809927	OLD SMUGGLER
17. 2182899	1809933	OLD SMUGGLER
18. 2182903	1809929	OLD SMUGGLER
19. 2182902	1809930	OLD SMUGGLER
20. 2182901	1809931	OLD SMUGGLER

Application Serial Number	Registration Number	Mark
21.2182900	1809932	OLD SMUGGLER
22.2182898	1809934	OLD SMUGGLER
23.2182918	1810720	OLD SMUGGLER
24.2182916	1810722	OLD SMUGGLER
25.2182907	1809925	OLD SMUGGLER
26.2182917	1810721	OLD SMUGGLER
27.2182895	1809969	OLD SMUGGLER
28.2182920	1810718	OLD SMUGGLER
29.1125330	903619	OLD SMUGGLER
30.2182904	1809928	OLD SMUGGLER
31. 1125309	903600	OLD SMUGGLER
32. 892801	724144	OLD SMUGGLER
33. 892801	724144	OLD SMUGGLER
34. 2956290		OLD SMUGGLER AND DEVICE
35. 2956289		DEVICE OF A MAN
Austria		
1. 57889	57889	OLD SMUGGLER
Bangladesh		
1. 8148	8148	SCOTCH WITH A HISTORY OLD SMUGGLER AND DEVICE
Benelux		
1. 519535	21723	OLD SMUGGLER
2. 727142	460536	SCOTCH WITH A HISTORY PRODUCT OF SCOTLAND AND DEVICE
Bermuda		
1. 397UK	397UK	OLD SMUGGLER
Bolivia		
1. 26926-C	26926-C	OLD SMUGGLER
2. 10599	10599	SMUGGLER
Bosnia-Herzegovina		
1. BAZ025834A	BAZ025834	OLD SMUGGLER
2. BAZ036529A		BRAEMAR
Brazil		
1. 2774453		OLD SMUGGLER

Application Serial Number	Registration Number	Mark
Bulgaria		
1. 48868	41854	OLD SMUGGLER
2. 63026	48708	BRAEMAR
Canada		
1. 209500	38384	OLD SMUGGLER
Chile		
1. 183265	183265	OLD SMUGGLER
2. 74116	314139	SCOTCH WITH A HISTORY PRODUCT OF SCOTLAND AND DEVICE
3. 883.316		OLD SMUGGLER AND DEVICE
4. 883.317		DEVICE OF A MAN
China		
1. 6978673		OLD SMUGGLER
Colombia		
1. 19080/95	234631	OLD SMUGGLER
Croatia		
1. Z20030124A	Z20030124	BRAEMAR
Czech Republic		
1. 162089	162089	OLD SMUGGLER
2. 165722	165722	OLD SMUGGLER AND DEVICE
Ecuador		
1. 221.222		OLD SMUGGLER AND DEVICE
2. 221.121		DEVICE OF A MAN
Estonia		
1. M200801361		OLD SMUGGLER
Fiji Islands		
1. 1833	1833	OLD SMUGGLER
Finland		
1. 311/81	85652	OLD SMUGGLER AND DEVICE

Application Serial Number	Registration Number	Mark
France		
1. 59833	59833	OLD SMUGGLER
2. 802181	1359693	SCOTCH WITH A HISTORY AND DEVICE
Gaza		
1. 402	402	OLD SMUGGLER AND DEVICE
Germany		
1. ST870	632853	OLD SMUGGLER
2. W46555	637255	OLD SMUGGLER
3. W54769	644363	OLD SMUGGLER AND DEVICE
Ghana		
1. 5739	5739	OLD SMUGGLER
Jordan		
1. 8600	8600	OLD SMUGGLER
Greece		
1. 35675	35675	OLD SMUGGLER
2. 79230	79230	BRAEMAR 1710 SCOTCH WHISKY A FINE BLENDED WHISKY EXCEPTIONAL IN
Guatemala		
1. 9003	9003	OLD SMUGGLER
Honduras		
1. 7163	7163	OLD SMUGGLER 1835 FINEST SCOTCH WHISKY AND DEVICE
Hong Kong		
1. 839/51	387/52	OLD SMUGGLER
Hungary		
1. 2253/1296/1983	124105	OLD SMUGGLER AND DEVICE
2. 166722	166722	OLD SMUGGLER AND DEVICE

Application Serial Number	Registration Number	Mark
India		
1. 151310	151310	OLD SMUGGLER
2. 1671130		BRAEMAR
Ireland		
1. 53628	53628	OLD SMUGGLER
2. 117991	117991	BRAEMAR 1710
Israel		
1. 25129	25129	OLD SMUGGLER
2. 36476	36476	SCOTCH WITH A HISTORY OLD SMUGGLER AND DEVICE
Italy		
1. TO2005C001759	202984	OLD SMUGGLER
Kenya		
1. 5234	5234	OLD SMUGGLER
Kosovo		
1. 2817/R		DEVICE
2. 2812/R		OLD SMUGGLER
Latvia		
1. M-08-1533		OLD SMUGGLER
Lebanon		
1. 16028	16028	OLD SMUGGLER
2. 40074	40074	OLD SMUGGLER AND DEVICE
3. 38895	38895	OLD SMUGGLER SCOTCH WITH A HISTORY 1835 AND DEVICE
Lithuania		
1. 2145		OLD SMUGGLER
Macedonia		
1. PZ-772/95	06413	DEVICE
2. TM- 2002/187	11237	OLD SMUGGLER
Malawi		
1. 1832	1832	OLD SMUGGLER

Application Serial Number	Registration Number	Mark
Malaysia		
1. 20776/M	20776/M	OLD SMUGGLER
Morocco		
1. 13073	13073	OLD SMUGGLER
Mauritius		
1. 8/1951	A/6/272/268	OLD SMUGGLER
Mexico		
1. 115926	417423	OLD SMUGGLER
Montenegro		
1. Z-1152/08		DEVICE
2. Z-300/69	18954	OLD SMUGGLER
3. Z-139/09		OLD SMUGGLER
4. Z-57/03	48552	BRAEMAR
Nambia		
1. 2435/51	2435/51	OLD SMUGGLER
Nepal		
1. 2065/6/12		OLD SMUGGLER
Netherlands Antilles		
1. 9035	9035	OLD SMUGGLER
New Zealand		
1. 51258	51258	OLD SMUGGLER
Nigeria		
1. 6945	6945	OLD SMUGGLER
Panama		
1. 4799	4799	OLD SMUGGLER
Papua New Guinea		
1. A960R	A960R	OLD SMUGGLER
Paraguay		
1. 66479	66479	OLD SMUGGLER
2. 3166	136664	SCOTCH WITH A HISTORY PRODUCT OF SCOTLAND AND DEVICE

Application Serial Number	Registration Number	Mark
3. 39938		OLD SMUGGLER AND DEVICE
4. 39939		DEVICE OF A MAN
Peru		
1. 20202	38633	SMUGGLER
2. 405082-2009		OLD SMUGGLER AND DEVICE
3. 405083-2009		DEVICE OF A MAN
Poland		
1. Z-68369	48432	OLD SMUGGLER
2. Z-81379	60136	OLD SMUGGLER AND DEVICE
Portugal		
1. 213862	213862	OLD SMUGGLER AND DEVICE
Romania		
1. 40248	40248	OLD SMUGGLER
Russian Federation		
1. 2008725137		OLD SMUGGLER
Rwanda		
1. 619/BRK	619/BRK	OLD SMUGGLER
Serbia		
1. Z-564/87	32571	DEVICE
2. Z-300/69	18954	OLD SMUGGLER
3. Z-57/03	48552	BRAEMAR
Singapore		
1. 14107	14507	OLD SMUGGLER
Slovenia		
1. Z-200370127	200370127	BRAEMAR
Syria		
1. 8062	8062	OLD SMUGGLER
Slovakia		
1. 47841	162089	OLD SMUGGLER

Application Serial Number	Registration Number	Mark
2. 53248	165722	OLD SMUGGLER AND DEVICE
Somalia		
1. 2062	2062	OLD SMUGGLER
Sri Lanka		
1. 13381	13381	OLD SMUGGLER
St. Kitts and Nevis		
1. 244	244	OLD SMUGGLER
South Africa		
1. 83/3762	83/3762	OLD SMUGGLER AND DEVICE
Switzerland		
1. 61897/2008		OLD SMUGGLER
Tangier		
1. 964	964	OLD SMUGGLER
Tanzania-Zanzibar		
1. 153/51	45/52	OLD SMUGGLER
Trinidad and Tobago		
1. 67/52	67/52	OLD SMUGGLER
Tunisia		
1. 140	140	OLD SMUGGLER
Turkey		
1. 6183/02	6183/02	OLD SMUGGLER
2. 3111/03	3111/03	BRAEMAR
Uganda		
1. 2754	2754	OLD SMUGGLER
2. 17035	17035	SCOTCH WITH A HISTORY PRODUCT OF SCOTLAND AND DEVICE
United Kingdom		
1. 698616	698616	OLD SMUGGLER

Application Serial Number	Registration Number	Mark
2. 985928	985928	SCOTCH WITH A HISTORY OLD SMUGGLER AND DEVICE
3. 1586401	1586401	BRAEMAR
4. 1587594	1587594	BRAEMAR A TASTE OF THE HIGHLANDS
5. 25347	25347	BRAEMAR HOPE & KING
Uruguay		
1. 407016		OLD SMUGGLER AND DEVICE
2. 407017		DEVICE OF A MAN
Venezuela		
1. 1744-2010		OLD SMUGGLER AND DEVICE
2. 1745-2010		DEVICE OF A MAN
Zambia		
1. 868/58	868/58	OLD SMUGGLER