

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Jim Beam Brands Co.		05/11/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BBI Acquisition Co.		
<b>Street Address:</b>	471 Kalamath Street		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80204		
<b>Entity Type:</b>	CORPORATION: COLORADO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2349188	AVALANCHE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(303)333-1470		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3033333010		
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Correspondent Name:	W. Scott Carson		
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ATTORNEY DOCKET NUMBER:	2267/2(A)		
NAME OF SUBMITTER:	W. Scott Carson		
Signature:	/W. Scott Carson/		
Date:	05/13/2010		

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Total Attachments: 1  
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TRADEMARK ASSIGNMENT  
OF U.S. TRADEMARK REG. NO. 2,349,188  
FOR "AVALANCHE"

WHEREAS, Jim Beam Brands Co. is the owner of record in the U.S. Patent and Trademark Office of all right, title, and interest in U.S. Trademark Reg. No. 2,349,188 for "AVALANCHE" for "light beverages, namely, ales"; and,

WHEREAS, BBI Acquisition Co., a Colorado corporation with offices at 471 Kalamuth Street, Denver, Colorado 80204, is desirous of acquiring said trademark "AVALANCHE" as a trademark for and in connection with the sale and offering for sale of fermented, non-distilled, malt-based alcoholic beverages, including beers, ales, lagers, and related merchandising products and specifically including U.S. Trademark Reg. No. 2,349,188 therefor together with the goodwill associated therewith and the right to sue and recover for past infringement thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is expressly acknowledged, Jim Beam Brands Co. does hereby sell, assign, and transfer to BBI Acquisition Co., its successors and assigns, all right, title, and interest in and to the subject trademark "AVALANCHE" as a trademark for and in connection with the sale and offering for sale of fermented, non-distilled, malt-based alcoholic beverages, including beers, ales, lagers, and related merchandising products and specifically including U.S. Trademark Reg. No. 2,349,188 therefor together with the goodwill associated therewith and the right to sue and recover for past infringement thereof.

Jim Beam Brands Co. agrees to execute any additional documents as required or reasonably necessary to effectuate the transfer of the above-identified right, title, and interest in said trademark including the recording of this Trademark Assignment in the U.S. Patent And Trademark Office.

Assignor:

JIM BEAM BRANDS CO.

By: Maria J. Martin

Name Printed: MARIA J. MARTIN

Title: ASSISTANT SECRETARY

Date: May 11, 2010