

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion to Delaware limited liability company

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pernod Ricard USA, LLC		08/31/2009	LIMITED LIABILITY COMPANY: INDIANA

RECEIVING PARTY DATA

Name:	Pernod Ricard USA, LLC
Street Address:	100 Manhattanville Road
City:	Purchase
State/Country:	NEW YORK
Postal Code:	10577
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	0301726	SEAGRAM
Registration Number:	1343126	SEAGRAMS INTEGRITY CRAFTSMANSHIP TRADITION
Registration Number:	2777561	SEAGRAM'S
Registration Number:	2784299	SEAGRAM'S EXTRA DRY GIN
Registration Number:	2872650	SEAGRAM'S GIN
Registration Number:	2875575	SEAGRAM'S EXTRA SMOOTH VODKA
Registration Number:	2875585	SEAGRAM'S VODKA
Registration Number:	2907581	S SEAGRAM INTEGRITY TRADITION CRAFTSMANSHIP
Registration Number:	3021019	SEAGRAM'S
Registration Number:	3054503	SEAGRAM'S LIME TWISTED GIN
Registration Number:	3065614	SEAGRAM'S ORANGE TWISTED GIN
Registration Number:	3069365	RED FURY
Registration Number:	3177634	SEAGRAM'S SMOOTH
Registration Number:	3200684	SEAGRAM'S

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Registration Number:	3242072	RESERVED. BUT NOT TAMED.
Registration Number:	3264339	S
Registration Number:	3336536	S
Registration Number:	3338392	SEAGRAM'S ESCAPES
Registration Number:	3341622	SEAGRAM'S DISTILLER'S RESERVE
Registration Number:	3349907	SEAGRAM'S DISTILLER'S RESERVE GIN
Registration Number:	3373519	TROPICAL THUNDER
Registration Number:	3414493	S SEAGRAM INTEGRITY CRAFTSMANSHIP TRADITION
Registration Number:	3476612	SEAGRAM'S PLATINUM SELECT VODKA
Registration Number:	3559014	PURPLE RAGE
Serial Number:	77763686	SEAGRAM'S ULTIMATE COCKTAILS

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2128138230
Email: jferraro@frosszelnick.com
Correspondent Name: Joyce M. Ferraro
Address Line 1: 866 United Nations Plaza
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	SGMS 1000874
NAME OF SUBMITTER:	Joyce M. Ferraro
Signature:	/jmf/
Date:	06/17/2010

Total Attachments: 4
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Delaware

PAGE 1

The First State

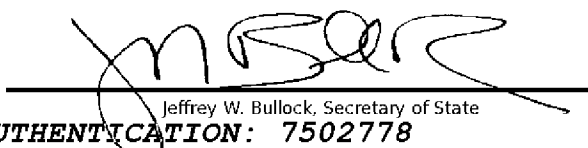
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF AN INDIANA LIMITED LIABILITY COMPANY UNDER THE NAME OF "PERNOD RICARD USA, LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF AUGUST, A.D. 2009, AT 12:25 O'CLOCK P.M.



4725736 8100V

090820768

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7502778

DATE: 08-31-09

TRADEMARK
REEL: 004226 FRAME: 0838

Delaware

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The First State

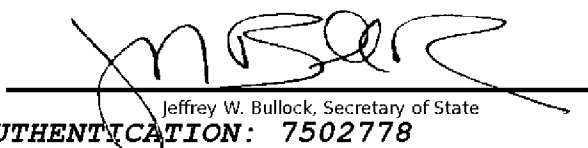
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "PERNOD RICARD USA, LLC" FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF AUGUST, A.D. 2009, AT 12:25 O'CLOCK P.M.



4725736 8100V

090820768

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7502778

DATE: 08-31-09

TRADEMARK
REEL: 004226 FRAME: 0839

**STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A NON-DELAWARE LIMITED LIABILITY COMPANY TO
A DELAWARE LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT**

ARTICLE I

The jurisdiction where the Non-Delaware Limited Liability Company first formed is Indiana.

ARTICLE II

The jurisdiction immediately prior to filing this Certificate is Indiana.

ARTICLE III

The date the Non-Delaware Limited Liability Company first formed is April 27, 2001.

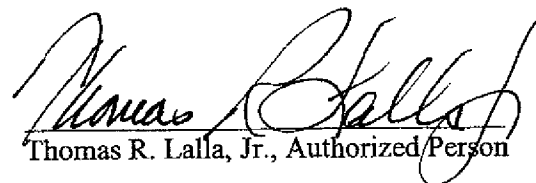
ARTICLE IV

The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is Pernod Ricard USA, LLC.

ARTICLE V

The name of the Limited Liability Company as set forth in the Certificate of Formation is Pernod Ricard USA, LLC.

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 26th day of August, 2009.


Thomas R. Lalla, Jr., Authorized Person

**STATE OF DELAWARE
LIMITED LIABILITY COMPANY
CERTIFICATE OF FORMATION**

On this 26th day of August, 2009, the undersigned authorized person, being authorized to form a limited liability company pursuant to the provisions of the Delaware Limited Liability Company Act, as amended (the "Act"), executes this Certificate of Formation, as follows:

FIRST. The name of the limited liability company is Pernod Ricard USA, LLC (the "Company").


SECOND. The address of the registered office of the Company in the State of Delaware is 2711 Centreville Road, Suite 400, Wilmington, Delaware 19808. The registered agent of the Company located at such address is Corporation Service Company.

THIRD. The period of existence of the Company is perpetual until dissolution of the Company in accordance with the provisions of its Limited Liability Company Agreement (the "Operating Agreement") or the Act.

FOURTH. Any Operating Agreement of the Company shall be in writing.

FIFTH. The business and affairs of the Company shall be conducted and managed by the Managers of the Company in accordance with the Operating Agreement.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation this 26th day of August, 2009.


Thomas R. Lalla, Jr., Authorized Person