

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
Red Head Inc.		07/30/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Redfire, Inc.		
Street Address:	One Beach Street, Suite 300		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94133		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77041107	CABO WABO CERVEZA	
Serial Number:	77776756	CABO WABO	
Serial Number:	77776752	CABO WABO CERVEZA	
CORRESPONDENCE DATA			
Fax Number:	(415)268-7522		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	dpung@mofo.com		
Correspondent Name:	Rosemary S. Tarlton		
Address Line 1:	Morrison & Foerster LLP, 425 Market St.		
Address Line 4:	San Francisco, CALIFORNIA 94105-2482		
ATTORNEY DOCKET NUMBER:	40698/23		
NAME OF SUBMITTER:	Rosemary S. Tarlton		
Signature:	/Rosemary S. Tarlton/		

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TRADEMARK
REEL: 004253 FRAME: 0236

Date:

08/03/2010

Total Attachments: 2

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CONFIRMATORY TRADEMARK ASSIGNMENT (ITU)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, Red Head Inc., a California corporation, with offices at P.O. Box 5395, Novato, California 94948 ("ASSIGNOR") owns certain trademarks and/or service marks, and applications for such marks, as listed in Schedule 1 attached hereto, all common law rights related thereto, and all benefits, privileges, causes of action and remedies relating to any of the foregoing, whether before or hereafter accrued (including, without limitation, the exclusive rights to apply for and maintain all such registrations, renewals and/or extensions; to sue for all past, present or future infringements or other violations of any rights therein; to make any filings in and participate in any proceedings in connection therewith, including any opposition proceeding or cancellations challenging the registration of another mark; and to settle and retain proceeds from any such actions) (collectively "MARKS"), which MARKS are incorporated herein by this reference; and

WHEREAS, Redfire, Inc., a Delaware corporation, with offices at One Beach Street, Suite 300, San Francisco, California 94133 ("ASSIGNEE"), the successor of the ongoing and existing portion of ASSIGNOR'S business to which the MARKS pertain, desires to acquire all of the right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARKS; and

WHEREAS, ASSIGNOR is assigning the MARKS in the above-identified applications as part of the entire business or portion thereof to which the MARKS pertain as required by 15 U.S.C. § 1060;

NOW, THEREFORE, in consideration of the good and valuable consideration received by ASSIGNOR in connection with that certain Purchase Agreement, dated as of July 30, 2010, by and among Redfire, Inc., a Delaware corporation and subsidiary of Davide Campari-Milano S.p.A., a corporation incorporated under the laws of the Republic of Italy, Skyy Spirits, LLC, a Delaware limited liability company, Cabo Wabo, LLC, a Delaware limited liability company, Red Fire Mexico, S. de R.L. de C.V., a non-stock variable capital limited liability corporation incorporated under the laws of the United Mexican States, Di.Ci.E. Holding B.V., a private limited liability company established under the laws of The Netherlands, Red Head Inc., a California corporation, Operadora de Cantinas, S.A. de C.V. (formerly Cabo-Wabo Cantina, S.A. de C.V.), a corporation incorporated under the laws of the United Mexican States, Tequilera del Sur, S.A. de C.V. (formerly Tequilera Cabo Wabo, S.A. de C.V.), a corporation incorporated under the laws of the United Mexican States, Reposado, LLC, a Delaware limited liability company, Hagar Corporation, a California corporation, Sammy Roy Hagar, an individual and citizen of the United States of America, and Marco Antonio Monroy Stratil, an individual and citizen of the United States of America, the receipt and sufficiency of which hereby is acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire right, title and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, including the right to sue and recover for any infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by an authorized officer on this 30th day of July, 2010.

Red Head, Inc.

By: _____


Name: Sammy Roy Hagar

Title: _____

SCHEDULE 1

TRADEMARK APPLICATIONS

Beer Trademarks

Mark	Serial No. / Filing Date	Reg. No. / Reg. Date	Class
CABO WABO CERVEZA (Stylized) 	77/041,107 11/10/06		32
CABO WABO	77/776,756 07/08/2009		32
CABO WABO CERVEZA	77/776,752 07/08/2009		32