

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PERNOD RICARD PACIFIC PTY LTD		07/22/2010	COMPANY: AUSTRALIA

RECEIVING PARTY DATA

Name:	PREMIUM WINE BRANDS PTY LTD
Street Address:	167 Fullarton Road
City:	Dulwich SA 5065
State/Country:	AUSTRALIA
Entity Type:	COMPANY: AUSTRALIA

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Serial Number:	77616327	MORRIS OF RUTHERGLEN
Serial Number:	77949021	JACOB'S CREEK TRUE CHARACTER
Registration Number:	3119392	AUSTRALIA'S TOP DROP.
Registration Number:	3111394	AUSTRALIA'S TOP DROP
Registration Number:	2902732	AUSTRALIA'S TOP DROP.
Registration Number:	3054655	BIN 111
Registration Number:	3054663	BIN 222
Registration Number:	3054654	BIN 333
Registration Number:	3054652	BIN 444
Registration Number:	3511160	BIN 505
Registration Number:	3054650	BIN 555
Registration Number:	3054649	BIN 777
Registration Number:	3054648	BIN 888
Registration Number:	3054647	BIN 999

CH \$640.00 77616327

Registration Number:	3320261	CENTENARY HILL
Registration Number:	3076179	GEORGE WYNDHAM
Registration Number:	1553983	JACOB'S CREEK
Registration Number:	3542856	JACOB'S CREEK BAROSSA VINEYARDS
Registration Number:	3218121	POET'S CORNER
Registration Number:	2449435	RICHMOND GROVE
Registration Number:	1548562	ST. HUGO
Registration Number:	3170937	STEINGARTEN
Registration Number:	2859597	SAY WHEN
Registration Number:	3156636	WHERE AUSTRALIAN SHIRAZ BEGAN
Registration Number:	1915857	WYNDHAM ESTATE

CORRESPONDENCE DATA

Fax Number: (212)715-1399
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-715-1000
Email: trademarkdocketing@aporter.com
Correspondent Name: Louis S. Ederer
Address Line 1: 399 Park Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 23186.001

DOMESTIC REPRESENTATIVE

Name: Louis S. Ederer
Address Line 1: 399 Park Avenue
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER: Louis S. Ederer

Signature: /Louis S. Ederer/

Date: 08/06/2010

Total Attachments: 1
source=Pernod - Premium#page1.tif

PERNOD RICARD PACIFIC PTY LTD
GPO Box 2246
ADELAIDE SA 5001

Remove this top section if desired before framing



Certificate of Registration on Change of Name

This is to certify that

PERNOD RICARD PACIFIC PTY LTD

Australian Company Number 007 870 046

did on the twenty-second day of July 2010 change its name to

PREMIUM WINE BRANDS PTY LTD

Australian Company Number 007 870 046

The company is a proprietary company.

The company is limited by shares.

The company is taken to be registered under the Corporations Act 2001 in South Australia and the date of commencement of registration is the nineteenth day of February, 1912.

Issued by the
Australian Securities and Investments Commission
on this twenty-second day of July, 2010.

A handwritten signature in black ink, appearing to read 'A. D'Aloisio'.

Anthony Michael D'Aloisio
Chairman



C
E
R
T
I
F
I
C
A
T
E