

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
Diageo Chateau & Estate Wines Company		10/21/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Diageo North America, Inc.		
Street Address:	801 Main Avenue		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06851		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77926734	COASTAL CITRUS	
Serial Number:	77964899	MOON MOUNTAIN BOTTLE NO. TRADITIONAL COPPER POT DISTILLED MASTER DISTILLER	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.739.5987		
Email:	trademarks@morganlewis.com, asiarkowska@morganlewis.com		
Correspondent Name:	Morgan, Lewis & Bockius LLP		
Address Line 1:	1111 Pennsylvania Avenue, N.W.		
Address Line 2:	TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Monique E. Liburd		
Signature:	/Monique E. Liburd/		

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 REEL: 004303 FRAME: 0110**

Date:

10/25/2010

Total Attachments: 1

source=Assignment for COASTAL CITRUS and MOON MOUNTAIN VODKA Label Design#page1.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by and between Diageo Chateau & Estate Wines Company, a California corporation with a principal place of business at 240 Gateway Road West, Napa, California 94558 ("Assignor") and Diageo North America, Inc., a Connecticut corporation with a principal place of business at 801 Main Avenue, Norwalk, Connecticut 06851 ("Assignee").

WHEREAS, the Assignor owns the U.S. trademark applications for: COASTAL CITRUS, Ser. No. 77/926,734 and MOON MOUNTAIN VODKA Label Design, Ser. No. 77/964,899, (hereinafter "the Marks") and the goodwill of the business symbolized thereby, and desires to assign and transfer, effective as of October 21, 2010, all of its right, title, and interest in and to the said Marks to the Assignee.

WHEREAS, the Assignor is using the Marks and has filed the Statements of Use for the Marks with the U.S. Patent and Trademark Office.

WHEREAS, Assignee would like to acquire all of Assignor's right, title and interest in and to the Marks, and the goodwill of the business symbolized thereby.

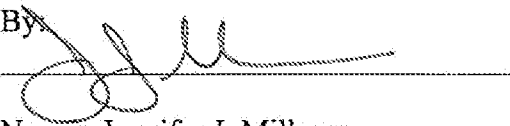
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and sets over to Assignee, effective as of October 21, 2010, Assignor's entire right, title and interest in and to the Marks and the goodwill symbolized by the Marks, including the right to sue for and receive all damages from past infringements of the Marks arising prior to the effective date of the assignment, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor:

Assignee:

Diageo Chateau & Estate Wines Company

Diageo North America, Inc.

By: 

By: 

Name: Jennifer J. Millones

Name: Diane Platt

Title: Authorized Signatory

Title: Authorized Signatory