

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
M&I MARSHALL ILSLEY BANK	FORMERLY Southwest Bank of St. Louis	07/01/2011	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Luxco, Inc.		
Street Address:	5050 KEMPER AVENUE		
City:	ST. LOUIS		
State/Country:	MISSOURI		
Postal Code:	63101		
Entity Type:	CORPORATION: MISSOURI		
Name:	Heaven Hill Distilleries, Inc.		
Street Address:	1064 Loretto Road		
City:	Bardstown		
State/Country:	KENTUCKY		
Postal Code:	40004		
Entity Type:	CORPORATION: KENTUCKY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2336367	ADMIRAL NELSON'S	
Registration Number:	2436494	ADMIRAL NELSON'S PREMIUM SPICED RUM	
CORRESPONDENCE DATA			
Fax Number:	(502)589-0309		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5025895235		
Email:	mwilliams@wyattfirm.com		
Correspondent Name:	Matthew A. Williams		

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**TRADEMARK
 REEL: 004574 FRAME: 0699**

Address Line 1: 500 West Jefferson Street
Address Line 2: Suite 2800
Address Line 4: Louisville, KENTUCKY 40202

ATTORNEY DOCKET NUMBER: 019354.000039

NAME OF SUBMITTER: Matthew A. Williams

Signature: /Matthew A. Williams/

Date: 07/01/2011

Total Attachments: 3
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RELEASE OF TRADEMARK SECURITY INTEREST

THIS RELEASE OF TRADEMARK SECURITY INTEREST (this "**Release**"), shall be effective as of July 1, 2011 (the "Effective Date"), and has been executed by M&I MARSHALL ILSLEY BANK, a Wisconsin banking corporation (the "**Bank**"), in favor of LUXCO, INC., a Missouri corporation f/k/a David Sherman Corporation ("**Luxco**"), and HEAVEN HILL DISTILLERIES, INC., a Kentucky corporation ("**Heaven Hill**").

WHEREAS, Bank, as successor in interest to Southwest Bank, an M&I Bank, and otherwise, has been granted a lien on all or substantially all of the assets of Luxco, including, without limitation, the assets being sold to Heaven Hill pursuant to the Asset Purchase Agreement;

WHEREAS, Luxco has informed the Bank that Luxco and Heaven Hill have entered into an Asset Purchase Agreement dated as of June 3, 2011 (the "**Asset Purchase Agreement**"), pursuant to which Luxco will sell and convey to Heaven Hill certain trademarks, inventory, and other assets relating to the Admiral Nelson line of products;

WHEREAS, Bank is the owner and holder of that certain Trademark Security Agreement executed and recorded on October 28, 2004 at the United States Patent and Trademark Office at reel 2966, frame 0449, by Luxco in favor of Bank (the "**Security Agreement**");

WHEREAS, Luxco and Heaven Hill have requested the Bank to release the Bank's lien on the assets being sold to Heaven Hill pursuant to the Asset Purchase Agreement; and

WHEREAS, Bank wishes to terminate its security interest, as granted in the Security Agreement, in the trademarks set forth on Schedule A attached hereto (hereinafter referred to as the "**Transferred Trademarks**").

NOW, THEREFORE, the undersigned Bank, who is the present holder and legal owner of the security interest in the Transferred Trademarks granted by the Security Agreement, does hereby remise, release and quit claim that portion of the property encumbered by the lien of the Security Agreement that constitutes the Transferred Trademarks, whereby the Transferred Trademarks are forever discharged from the lien of the Security Agreement.

TO HAVE AND TO HOLD the Transferred Trademarks free, clear and discharged from the encumbrance of the security interest granted by the Security Agreement.

(signature page to follow)

IN WITNESS WHEREOF, the Bank has caused this Release to be executed this 24th day of June, 2011, to be effective as of the Effective Date.

M&I MARSHALL ILSLEY BANK

By: [Signature]

Name: DAVID B. WARD

Title: EVP

STATE OF MISSOURI)
) SS.
COUNTY OF St. Louis)

On this 24th day of June, 2011, before me, a Notary Public in and for said State, personally appeared Belinda Ward, to me personally known, who, being by me duly sworn, did say that he/she is the Personal Banker of M&I MARSHALL ILSLEY BANK, a Wisconsin banking corporation, and that the foregoing instrument was signed on behalf of said company by authority of its board of directors, and he/she acknowledged said instrument to be the free act and deed of said company.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal on the day and year first above written, in the County and State aforesaid.

[Signature]
Notary Public

[SEAL]
My Commission expires:

BELINDA WARD
Notary Public - Notary Seal
St Louis County
STATE OF MISSOURI
My Commission Exp. 06/02/2012
#08567237

SCHEDULE A

TRADEMARKS

COMPANY	MARK	COUNTRY	REGISTRATION NUMBER	REGISTRATION DATE
Luxco, Inc.	ADMIRAL NELSON'S	USA	2,336,367	03/28/2000
Luxco, Inc.	ADMIRAL NELSON'S PREMIUM SPICED RUM (and Design)	USA	2,436,494	03/20/2001
Luxco, Inc.	ADMIRAL NELSON'S	USA	3,876,847	11/16/2010