

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
The Patron Spirits Company		07/13/2011	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Patron Spirits International AG		
Street Address:	Quaistrasse 11		
City:	Schaffhausen		
State/Country:	SWITZERLAND		
Postal Code:	8200		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2950103	"SIMPLY PERFECT"	
CORRESPONDENCE DATA			
Fax Number:	(310)203-0567		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-203-8080		
Email:	trademarkdocket@jmbm.com		
Correspondent Name:	Bernard R. Gans		
Address Line 1:	Jeffer Mangels Butler & Mitchell LLP		
Address Line 2:	1900 Avenue of the Stars, 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	57062-1049		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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**TRADEMARK
 REEL: 004585 FRAME: 0313**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Bernard R. Gans

Signature:

/bernard r. gans/

Date:

07/18/2011

Total Attachments: 3

source=Assignment (signed) re U.S. registration for SIMPLY PERFECT to Patron Spirits International AG#page1.tif

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U.S. TRADEMARK ASSIGNMENT

WHEREAS, The Patron Spirits Company ("Assignor"), a Nevada corporation, with a business address of 6670 S Valley View Blvd, Las Vegas, Nevada 89118, is the owner of U.S. Trademark Reg. No. 2,950,103 for the mark "SIMPLY PERFECT" (the "Mark") in connection with distilled spirits and tequila in International Class 33.

WHEREAS, Patrón Spirits International AG ("Assignee"), a Switzerland corporation, with a business address of Quaistrasse 11, 8200 Schaffhausen, Switzerland, desires to acquire all of Assignor's rights, title and interest in and to the Mark.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all of Assignor's right, title and interest in and to the Mark, and the goodwill represented by the Mark, effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Mark.

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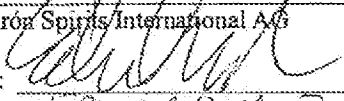
The United States Patent and Trademark Office is hereby authorized to deliver to the Assignee and Assignee's attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment or otherwise related to this registration.

IN WITNESS WHEREOF, this Assignment is effective as of July 13, 2011.

The Patron Spirits Company	Patrón Spirits International AG
By: <i>John McDonnell</i>	By: _____
Name: <i>John McDonnell</i>	Name: _____
Title: <i>Chief Operating Officer</i>	Title: _____

The United States Patent and Trademark Office is hereby authorized to deliver to the Assignee and Assignee's attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment or otherwise related to this registration.

IN WITNESS WHEREOF, this Assignment is effective as of July 13, 2011.

The Patron Spirits Company	Patron Spirits International AG
By: _____	By: 
Name: _____	Name: EDWARD M. BROWN
Title: _____	Title: CEO