

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
BMO Harris Bank N.A.	FORMERLY M&I Marshall & Ilsley Bank, the successor-by-merger to Southwest Bank of St. Louis	07/18/2011	Bank: UNITED STATES
RECEIVING PARTY DATA			
Name:	Luxco, Inc., formerly David Sherman Corporation		
Street Address:	5050 Kemper Avenue		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63139		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2238349	B BOUCHERON	
Registration Number:	1196404	BOUCHERON	
CORRESPONDENCE DATA			
Fax Number:	(314)612-2323		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	314-621-5070		
Email:	gashbrook@armstrongteasdale.com		
Correspondent Name:	Meredith P. Gammill		
Address Line 1:	7700 Forsyth Boulevard, Suite 1800		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	5485-342		
NAME OF SUBMITTER:	Meredith P. Gammill		
Signature:	/MPG-ATLLP/		

TRADEMARK

900197770

REEL: 004589 FRAME: 0110

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Date:

07/22/2011

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 18, 2011 (the "**Effective Date**"), and has been executed by BMO HARRIS BANK N.A., successor-by-merger to M&I Marshall & Ilsley Bank, the successor-by-merger to Southwest Bank of St. Louis (the "**Bank**"), in favor of LUXCO, INC., a Missouri corporation f/k/a David Sherman Corporation ("**Luxco**"), and NICOLAS SCHILLING, S.A., a Swiss corporation ("**NSS**").

WHEREAS, pursuant to that certain Amended and Restated Trademark Security Agreement dated as of April 15, 2011 made by Luxco in favor of Bank ("**A&R Trademark Security Agreement**"), Bank has been granted a lien on Trademark Collateral (as defined therein) owned by Luxco, including, without limitation, the assets being sold to NSS pursuant to the Sale Agreement (as defined below);

WHEREAS, Luxco has informed the Bank that Luxco and NSS have entered into a Sale Agreement dated as of July 18, 2011 (the "**Sale Agreement**"), pursuant to which Luxco will sell and convey to NSS its entire right, title, and interest in and to the BOUCHERON trademarks for wines in various countries, including any goodwill associated therewith;

WHEREAS, Bank is the owner and holder of that certain Trademark Security Agreement executed April 27, 1999 and recorded on April 29, 1999 at the United States Patent and Trademark Office at reel 1894, frame 0823, by Luxco in favor of Bank and that certain Trademark Security Agreement executed on September 30, 2004 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 Agreements**");

WHEREAS, Luxco and NSS have requested the Bank to release the Bank's lien on the assets being sold to NSS pursuant to the Sale Agreement; and

WHEREAS, Bank wishes to terminate its security interests, as granted in the Security Agreements, in the trademarks set forth on Schedule A attached hereto and all common law rights, Trademark Rights, and Associated Goodwill (as such terms are defined in the A&R Trademark Security Agreement) associated therewith (hereinafter referred to as the "**Transferred Trademarks**").

NOW, THEREFORE, the undersigned Bank, who is the present holder and legal owner of the security interests in the Transferred Trademarks granted by the Security Agreements, does hereby remise, release and quit claim that portion of the property encumbered by the lien of the Security Agreements that constitutes the Transferred Trademarks and all common law rights, Trademark Rights, and Associated Goodwill associated therewith, whereby the Transferred Trademarks are forever discharged from the lien of the Security Agreements and the A&R Trademark Security Agreement.

TO HAVE AND TO HOLD the Transferred Trademarks free, clear and discharged from the encumbrance of the security interests granted by the Security Agreements and the A&R Trademark Security Agreement.

(signature page to follow)

IN WITNESS WHEREOF, the Bank has caused this Release to be executed this 18th day of July, 2011, to be effective as of the Effective Date.

BMO HARRIS BANK N.A.

By: _____

Name: _____

Title: _____

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

On this 18th day of July, 2011, before me, a Notary Public in and for said State, personally appeared David B. Warning, to me personally known, who, being by me duly sworn, did say that he/she is the Executive Vice President of BMO HARRIS BANK N.A., 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.

Judith M. Schweizer
Notary Public

[SEAL]

My Commission expires: 10-7-2011

JUDITH M. SCHWEIZER

Notary Public * Notary Seal

STATE OF MISSOURI


St. Louis County

My Commission Expires: October 7, 2011

Commission #07385503

SCHEDULE A

TRADEMARKS

COMPANY	MARK	GOODS	COUNTRY	REGISTRATION NUMBER	REGISTRATION DATE
Luxco, Inc.	B BOUCHERON & Design 	Wines in Class 33	USA	2,238,349	April 13, 1999
Luxco, Inc.	BOUCHERON	Wines in Class 33	USA	1,196,404	November 13, 1998