

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
	Greater Louisville Convention & Visitors Bureau		12/09/2011	CORPORATION: KENTUCKY
RECEIVING PARTY DATA				
Name:	Kentucky Distillers' Association			
Street Address:	612-A Shelby Street			
City:	Frankfort			
State/Country:	KENTUCKY			
Postal Code:	40601			
Entity Type:	CORPORATION: KENTUCKY			
PROPERTY NUMBERS Total: 1				
	Property Type	Number	Word Mark	
	Registration Number:	3932986	URBAN BOURBON TRAIL	
CORRESPONDENCE DATA				
Fax Number:	(502)779-9805			
Phone:	5026810597			
Email:	acahill@stites.com			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>				
Correspondent Name:	Amy Sullivan Cahill			
Address Line 1:	400 West Market Street			
Address Line 2:	Suite 1800			
Address Line 4:	Louisville, KENTUCKY 40202			
ATTORNEY DOCKET NUMBER:	KE296-00KE2			
NAME OF SUBMITTER:	Amy Sullivan Cahill			
Signature:	/Amy Sullivan Cahill/			

OP \$40.00 3932986

Date:

12/29/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Greater Louisville Convention & Visitors Bureau, with offices located at 401 West Main Street, Suite 2300, Louisville, Kentucky 40202 (hereinafter "Assignor") is record the owner of U.S. Registration No. 3,932,986 for URBAN BOURBON TRAIL; and

WHEREAS, the Kentucky Distillers' Association, with offices at 612-A Shelby Street, Frankfort, Kentucky 40601, desires to acquire all right, title and interest in said trademark registration; and

WHEREAS, Assignor has agreed to transfer all right, title and interest in said trademark to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby sell, assign, set over, and transfer to said Assignee the entire right, title and interest in and to said trademark and U.S. Patent and Trademark applications and registrations thereof including U.S. Registration No. 3,932,986, together with the goodwill connected with the use of and symbolized by the trademark, the same and the rights of said Assignor to be held and enjoyed by said Assignee for its own use and enjoyment, and for use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which the trademark registration may be renewed or reissued, as fully or entirely as the same would have been held and enjoyed by said Assignor if this assignment and sale had not been made, together with all claims for legal and equitable relief of any kind by reason of past infringement of said trademark and trademark applications and registrations, with the right to sue for and obtain the same for its own use and behalf, and for the use of its successors, or other legal representatives.

IN TESTIMONY WHEREOF, said Assignor has caused this agreement to be duly executed and become effective on the date of execution indicated below.

This 9TH day of December, 2011.

GREATER LOUISVILLE
CONVENTION & VISITORS BUREAU

Signature:

James T Wood

Name:

JAMES T Wood

Date:

12/9/11

KE296:00KE2:857338:1:LOUISVILLE