

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
William Grant & Sons Marketing Limited		01/01/2012	CORPORATION: IRELAND

RECEIVING PARTY DATA

Name:	William Grant & Sons Irish Brands Limited
Street Address:	Block 71, Park West Business Park
Internal Address:	3d Floor, Unit C, The Plaza
City:	Dublin
State/Country:	IRELAND
Postal Code:	12
Entity Type:	CORPORATION: IRELAND

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3567680	ART IN THE AGE OF MECHANICAL REPRODUCTION
Registration Number:	3957557	BABY BOURBON
Registration Number:	3939817	
Registration Number:	3411333	HUDSON BABY BOURBON
Registration Number:	3783516	HUDSON WHISKEY

CORRESPONDENCE DATA

Fax Number: (202)220-4201
 Phone: 202.220.4200
 Email: tmdocketdc@kenyon.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: William Merone - Kenyon & Kenyon LLP
 Address Line 1: 1500 K Street, NW
 Address Line 2: Suite 700

OP \$140.00 3567680

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:

14400-200

DOMESTIC REPRESENTATIVE

Name: William Merone - Kenyon & Kenyon LLP

Address Line 1: 1500 K Street, NW

Address Line 2: Suite 700

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

NAME OF SUBMITTER:

William M. Merone

Signature:

/William M. Merone/

Date:

01/26/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Assignment is on this 1st day of January 2012, by **William Grant & Sons Marketing Limited**, a corporation formed under the laws of the Republic of Ireland, having a place of business at 70 Sir John Rogerson's Quay, Dublin 2, Ireland (hereinafter "Assignor"), in favor of **William Grant & Sons Irish Brands Limited**, a corporation formed under the laws of the Republic of Ireland, having a place of business at 3rd Floor, Unit C, The Plaza, Block 71, Park West Business Park, Dublin 12, Ireland (hereinafter "Assignee").

WHEREAS, Assignor owns all right, title, and interest in and to the trademarks or service marks set forth on **Schedule A** (collectively, the "Subject Trademarks and Service Marks"), as well as in and to all applications, registrations, logos, and common law rights relating thereto (including those listed on Schedule A), together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Trademarks and Service Marks; and

WHEREAS, Assignee wishes to acquire from the Assignor all right, title, and interest in and to the Subject Trademarks and Service Marks, including in and to all applications, registrations, logos, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Trademarks and Service Marks, and all other rights pertaining to ownership of the Subject Trademarks and Service Marks, including the right to recover for past infringement thereof.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee

Assignor's entire right, title, and interest in and to the Subject Trademark and Service Marks throughout the world, as well as in and to all applications, registrations, logos, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Trademarks and Service Marks, the same to be held and enjoyed by the Assignee as fully and entirely as the same would have held by Assignor had such Assignment not been made, which Assignment and transfer includes any and all past and present rights that have accrued or may accrue to Assignor of any and all kind or nature incident or appertaining to the Subject Trademarks and Service Marks, including the right to sue for and recover any accrued damages for infringement occurring prior to assignment of the Subject Trademarks and Service Marks or prior to the execution of this instrument, those rights to be held and enjoyed by Assignee, its successors, and/or its assigns.

The undersigned individual represents and warrants that he or she has the full authority to act on behalf of and bind the Assignor.

Signed this 1ST day of JANUARY 2012.


By: Danny MacLennan

Name: DANNY MACLENNAN

Title: DIRECTOR

On behalf of Assignor, William Grant & Sons Marketing Limited

SCHEDULE A

MARK	REG. NO.
ART IN THE AGE OF MECHANICAL REPRODUCTION	3567680
BABY BOURBON	3957557
	3939817
HUDSON BABY BOURBON	3411333
HUDSON WHISKEY	3783516