

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
SOCIETE JAS HENNESSY & CO.		03/07/2012	Societe En Commandite Simple: FRANCE
RECEIVING PARTY DATA			
Name:	MOET HENNESSY USA, INC.		
Street Address:	85 10th Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3805181	HENNESSY ARTISTRY	
Registration Number:	3808848	HENNESSY ARTISTRY	
CORRESPONDENCE DATA			
Fax Number:	(212)310-1659		
Phone:	212 626 4557		
Email:	nyctrademarks@bakermckenzie.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:	Lisa W. Rosaya		
Address Line 1:	1114 Avenue of the Americas		
Address Line 2:	Baker & McKenzie LLP		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	59250377-000001		
NAME OF SUBMITTER:	Lisa W. Rosaya		

Signature:	/lwr/
Date:	03/08/2012
Total Attachments: 2 source=Assignment to MOET HENNESSY USA INC. #page1.tif source=Assignment to MOET HENNESSY USA INC. #page2.tif	

ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, SOCIETE JAS HENNESSY & CO., a Societe En Commandite Simple organized under the laws of France and having an address at 1 rue de la Richonne, 16100 Cognac, France ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from MOET HENNESSY USA, INC., a Delaware corporation having an address at 85 10th Avenue, New York, New York, 10011 ("Assignee"), on this 7 day of March 2012, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

the U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks")

to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

SOCIETE JAS HENNESSY & CO.

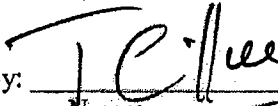
By: 
Name: Mr Bernard
Title: PEILLON
CEO

EXHIBIT A

REG. NO.	TRADEMARKS
3805181	HENNESSY ARTISTRY
3808848	HENNESSY ARTISTRY