

## 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
Diageo Australia Limited		09/08/2011	Limited: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Bickford's Trading Pty Ltd		
Street Address:	162 Cross Keys Road		
City:	Salisbury South		
State/Country:	AUSTRALIA		
Postal Code:	5106		
Entity Type:	Limited: AUSTRALIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85359571	BEENLEIGH	
CORRESPONDENCE DATA			
Fax Number:	6082529243		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6082558891		
Email:	mal@dewittross.com		
Correspondent Name:	Marcia Layton		
Address Line 1:	DeWitt Ross & Stevens S.C.		
Address Line 2:	2 E. Mifflin Street, Suite 600		
Address Line 4:	Madison, WISCONSIN 53703-2865		
ATTORNEY DOCKET NUMBER:	40735086		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Marcia Layton

Signature:

/marcialayton/

Date:

05/30/2012

**Total Attachments: 7**

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**DEED OF ASSIGNMENT OF TRADE MARK**

**Between:** Diageo Australia Limited ACN 004 167 720 whose principal place of business is 162 Blues Point Road, McMahon's Point, Sydney NSW 2060  
Diageo

**And:** Bickford's Trading Pty Ltd ACN 109 800 213 of 162 Cross Keys Road, Salisbury South SA 5106  
Bickford's

**Agreed background information**

- A Diageo is the registered owner or the applicant of the trade marks listed in the Schedule attached to this Deed ("Trade Marks").
- B Diageo has agreed to assign the said Trade Marks to Bickford's for the consideration referred to in this Deed.

**The parties agree as follows:**

**1 Assignment**

For good and valuable consideration, the adequacy, sufficiency and receipt of which are acknowledged by Diageo, Diageo assigns to Bickford's effective from 1 February 2012 all right, title and interest in relation to the Trade Marks concerning all of the goods referred to in the registration or application of the Trade Marks.

**2 Warranty**

Diageo warrants to Bickford's that Diageo has the full right and power to assign the Trade Marks free from encumbrance.

**3 Fees and Expenses**

Each party will bear their own legal fees and expenses in relation to the preparation and finalisation of this Deed.

**4 Government Charges**

All stamp duty and other governmental taxes and charges payable in respect of this Deed shall be paid by Bickford's.

**5 Amendment**

No amendment or variation to this Deed is valid or binding on a party unless made in writing executed by both parties.

**6 Governing law and jurisdiction**

This Deed is governed by the laws of the State of New South Wales and the parties submit to the jurisdiction of the Courts of the State of New South Wales in respect of all matters arising under this Deed.

**7 Counterparts**

This Deed may be executed in any number of counterparts. All counterparts will constitute one instrument.

**Execution**

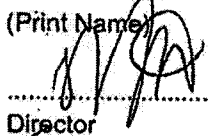
Date: 8 SEPTEMBER 2011

Signed by for and on behalf of  
DIAGEO AUSTRALIA LIMITED

  
.....  
Director

MICHAEL GARRICE

Name of Director  
(Print Name)

  
.....  
Director

TIMOTHY SACT

Name of Director  
(Print Name)

Signed by for and on behalf of  
BICKFORD'S TRADING PTY LTD

.....  
Sole Director/Secretary  
Angelo Kotses

**6 Governing law and jurisdiction**

This Deed is governed by the laws of the State of New South Wales and the parties submit to the jurisdiction of the Courts of the State of New South Wales in respect of all matters arising under this Deed.

**7 Counterparts**

This Deed may be executed in any number of counterparts. All counterparts will constitute one instrument.

**Execution**

**Date:**

Signed by for and on behalf of  
DIAGEO AUSTRALIA LIMITED

.....  
Director

.....  
Name of Director  
(Print Name)

.....  
Director

.....  
Name of Director  
(Print Name)



Signed by for and on behalf of  
BICKFORD'S TRADING PTY LTD

  
.....  
Sole Director/Secretary  
Angelo Kotses

Schedule Trade marks

Mark Name	Mark Type	Country	Status	App No.	International Classes	Class Description	Owners	Registration Number	Renewal Due Date
BEENLEIGH RUM - Label in Black & White	Label	Australia	Registered	312468	33	33 - Rum produced in the Beenleigh district of Queensland	Diageo Australia Limited	312468	21 Oct 2018
BEENLEIGH RUM - Label in Black & White	Label	New Zealand	Registered	183847	33	33 - Alcoholic beverages; spirits including rum	Diageo Australia Limited	183847	17 May 2019
BEENLEIGH TRADITIONAL RUM - Label	Label	Australia	Registered	483298	33	33 - Rum	Diageo Australia Limited	483298	14 Mar 2019
BEENLEIGH RUM - Label in Colour	Label	Australia	Lapsed	331848	33	33 - Rum produced in the Beenleigh district of Queensland	Diageo Australia Limited	331848	24 Apr 2010
BEENLEIGH - Word Block Letters	Word - Block Letters	Australia	Registered	355843	33	33 - Rum	Diageo Australia Limited	355843	27 Jan 2012

BEENLEIGH - Word Block Letters	Word - Block Letters	Indonesia	Registered	D00- 2005023191	33	33 - Rum	Diageo Australia Limited	IDM000127148	20 Oct 2015
BEENLEIGH - Word Block Letters	Word - Block Letters	Cambodia	Registered	24190	33	33 - Rum	Diageo Australia Limited	23160/06	08 Dec 2015
BEENLEIGH - Word Block Letters	Word - Block Letters	Laos	Registered	13791	33	33 - Rum	Diageo Australia Limited	13323	09 Dec 2015
BEENLEIGH - Word Block Letters	Word - Block Letters	Malaysia	Application pending (therefore change of owner to DAL has not been recorded yet).	0501565	33	33 - Rum	VOK Beverages Pty Ltd (awaiting pending application for name change to DAL)		12 Sep 2015
BEENLEIGH - Word Block Letters	Word - Block Letters	Singapore	Registered	T05/16458H	33	33 - Rum	Diageo Australia Limited	T0516458H	08 Sep 2015
BEENLEIGH - Word Block Letters	Word - Block Letters	Thailand	Registered	603137	33	33 - Rum	Diageo Australia Limited	TM246893	14 Sep 2015
BEENLEIGH - Word Block Letters	Word - Block Letters	Vietnam	Registered	4-2005- 16744	33	33 - Rum	Diageo Australia Limited	114786	09 Dec 2015
BEENLEIGH - Word Block Letters	Word - Block Letters	United States of America	Registered	79/009492	33	33 - Rum	Diageo Australia Limited	3057968	21 Nov 2015
BEENLEIGH - Word Block Letters	Word - Block Letters	International	Registered	845197	33	33 - Rum	Diageo Australia Limited	845197	21 Feb 2015
BEENLEIGH CANE SPIRIT - Word Block Letters	Word - Block Letters	Australia	Registered	387362	33	33 - Spirits derived from sugar cane being goods included in class 33.	Diageo Australia Limited	387362	11 Feb 2014
BEENLEIGH -	Word -	United	Application	857359571	33	33 -	Diageo Australia		

Word Block Letters	Block Letters	States of America	App No.	Status	Country	International Classes	Mark Image	Class Description	Owners	Registration Number	Renewal Due Date
								Alcoholic beverages (except beers).	Limited		
REAL McCOY - Word Block Letters	Word - Block Letters	Australia	514162	Registered	Australia	33		33 - Bourbon whiskey.	Diageo Australia Limited	514162	03 Jul 2016
REAL McCOY - Word Block Letters	Word - Block Letters	Australia	799487	Registered	Australia	33		33 - Bourbon whiskey; mixed drinks containing Bourbon whiskey combined with cola.	Diageo Australia Limited	799487	06 Jul 2019
REAL McCOY - Word Block Letters	Word - Block Letters	Papua New Guinea	59431	Registered	Papua New Guinea	33		33 - Alcoholic beverages.	Diageo Australia Limited	A59431	02 Apr 2016
REAL McCOY - Word Block Letters	Word - Block Letters	Tonga	TO/M/02/01447	Registered	Tonga	33		33 - Alcoholic beverages.	Diageo Australia Limited	01303	19 Jul 2012
THE REAL McCOY KENTUCKY - Label	Label	Australia	514161	Registered	Australia	33		33 - Bourbon whiskey.	Diageo Australia Limited	514161	03 Jul 2016
THE REAL McCOY & COLA - Label	Label	Australia	522327	Registered	Australia	33		33 - Beverages containing Bourbon whiskey combined with cola.	Diageo Australia Limited	522327	02 Nov 2016
REAL McCOY - Word Block Letters	Word - Block Letters	United Kingdom	2550029	Registered	United Kingdom	33		33 - Alcoholic beverages (except beers).	Diageo Australia Limited	2550029	11 Jun 2020



Letters REAL McCOY - Word Block Letters	Word - Block Letters	Fiji	Application Filed	473/2011				33 - Alcoholic beverages (except beers).	Diageo Australia Limited		
Letters REAL McCOY - Word Block Letters	Word - Block Letters	Samoa	Application Filed	5951	33			33 - Alcoholic beverages (except beers).	Diageo Australia Limited		
Letters REAL McCOY - Word Block Letters	Word - Block Letters	Solomon Islands	Registered	Awaiting Reg No.	33			33 - Alcoholic beverages (except beers).	Diageo Australia Limited		
Letters REAL McCOY - Word Block Letters	Word - Block Letters	Vanuatu	Application Filed	Awaiting App No.	33			33 - Alcoholic beverages (except beers).	Diageo Australia Limited		