

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
Revolution Brands, Inc.		03/21/2013	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Luxco, Inc.		
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	
Serial Number:	77758725	FOUR REBELS	
Serial Number:	77758705	4 REBELS	
CORRESPONDENCE DATA			
Fax Number:	3144801505		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	314-480-1500		
Email:	pto-sl@huschblackwell.com		
Correspondent Name:	Alan S. Nemes		
Address Line 1:	Husch Blackwell LLP		
Address Line 2:	190 Carondelet Plaza, Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	713062		
NAME OF SUBMITTER:	Alan S. Nemes		
Signature:	/Alan S. Nemes/		

CH \$65.00 77758725

Date:

03/29/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into as of March 21, 2013, by and among Revolution Brands, Inc., an Illinois corporation, having an address at P.O. Box 14087 Chicago IL 60614 ("Assignor"), and Luxco, Inc., a Missouri Corporation, having an address at 5050 Kemper Avenue, St. Louis, Missouri 63139 ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the marks set out below:

Mark	Ser. No.	Goods
FOUR REBELS	77-758725	(Int'l Class: 33) Vodka
4 REBELS	77-758705	(Int'l Class: 33) Vodka

(the "Marks")

WHEREAS, Assignor and Assignee have entered into a settlement agreement, dated contemporaneously herewith ("Agreement"), in which Assignor has agreed to transfer title in and to the Marks to Assignee;

WHEREAS, Assignor therefore wishes to assign the entire rights, title and interest in and to the Marks and the goodwill associated therewith to Assignee, and Assignee desires to assume the Marks and the goodwill associated therewith;

WHEREAS, Assignee is the successor to the portion of Assignor's business to which the Marks pertain.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby transfers and assigns to Assignee (a) its entire right, title and interest in and to the Marks, together with the goodwill associated therewith, including without limitation the right to sue for past infringement and all registrations and applications therefor, including U.S. Application Numbers 77-758725 and 77-758705; and (b) Assignor's business to which the Marks pertain, such business being ongoing and existing as of the date of this Assignment.

2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:
Revolution Brands, Inc.

By: _____
Name: _____
Title: _____

ASSIGNEE:

Luxco, Inc.

By: Donald Lux
Name: DONALD LUX
Title: CHAIRMAN & CEO

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2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:

Revolution Brands, Inc.

By: [Signature]
Name: Margu K. Sanchez
Title: President

ASSIGNEE:

Luxco, Inc.

By: _____
Name: _____
Title: _____