

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
Danny Boy Label LLP		03/27/2013	LIMITED PARTNERSHIP: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Belfast Distillery Limited		
Street Address:	8 Station Road Cultra		
Internal Address:	County Down		
City:	Northern Ireland		
State/Country:	UNITED KINGDOM		
Postal Code:	BT18 0BP		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2136456	DANNY BOY	
Registration Number:	3800029	DANNY BOY	
CORRESPONDENCE DATA			
Fax Number:	2123820888		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-382-0700		
Email:	tm@ostrolenk.com		
Correspondent Name:	Robert C. Faber		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	T/4675-20&21 V26886		

OP \$65.00 2136456

DOMESTIC REPRESENTATIVE

Name: Robert C. Faber
Address Line 1: 1180 Avenue of the Americas
Address Line 2: 7th Floor
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Robert C. Faber
Signature:	/robert c faber/
Date:	05/01/2013

Total Attachments: 11
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Dated 27th day of March 2013

DANNY BOY LABEL LLP

TO

BELFAST DISTILLERY LIMITED

ASSIGNMENT

OF

TRADE MARKS AND RIGHTS

Worthingtons Solicitors
24-38 Gordon Street
Belfast BT1 2LG

THIS ASSIGNMENT made the 27th day of March 2013

BETWEEN:

- (1) **THE ASSIGNOR** **DANNY BOY LABEL LLP** (Registration Number NI LLP 292) whose registered office is at 8 Station Road Cultra, County Down, BT18 0BP
- (2) **THE ASSIGNEE** **BELFAST DISTILLERY LIMITED** (Registration Number NI 604784) whose registered office is at 8 Station Road aforesaid

WITNESSES AS FOLLOWS:-

1. Definitions

In this Assignment the following terms shall have the following meanings:-

- “Business” the business carried on by the Assignor of the sale and distribution of products bearing the Trademarks in the territory covered by the Trademarks as detailed in Schedule 1 hereto
- “Trade Marks” the registered trade marks full details of which are set out Schedule 1
- “Trade Name” the trade name “Danny Boy” or any derivative thereof.
- “Rights” (1) all vested contingent and future rights of copyright and all rights in the nature of copyright in all languages and all accrued rights of action and all other rights of whatever nature in and to the Works whether now known or in the future created to which the Assignor is now or may at any time after the date of the Assignment be entitled by virtue of or pursuant to any of the laws in force in the UK and in other countries
- (2) all rights in the domain names set out in Schedule 2 hereto
- “Term” the full period of copyright in the Works and all renewals reversions and extensions of such period subsisting or arising under the laws of United Kingdom, Ireland, Canada, European Community and USA
- “Works” all literary and artistic works owned by the Assignor in connection with the Business whether commissioned from or written by others in a contractual relationship with the Assignor and published by the Assignor in connection with the Business

including inter alia the literary entitled "The Legend of Danny Boy" the artistic works by Roy Wallace as set out in Schedule 3 hereto and the web pages for use on the internet.

2. Recitals

- 2.1 The Assignor is the registered proprietor of the Trade Marks and owns the Rights.
- 2.3 The Assignor has agreed with the Assignee to sell to the Assignee the goodwill of the Business, the Trade Marks, the Rights and the Assignor's rights to the Trade Name for the sum of £30,000 plus VAT subject to the terms and conditions set out below.

3. Assignment

In consideration of the sum of £30,000 plus VAT the Assignor as beneficial owner assigns to the Assignee absolutely together with all the Assignor's rights and interests in respect of them:

- 3.1 the goodwill of the Business;
- 3.2 the Trade Marks;
- 3.3 the exclusive right to the Trade Name; and
- 3.4 the Rights

TO HOLD the same unto the Assignee its successors and assigns absolutely and in the case of the Rights to hold the same for the Term.

4. Further Assurance

The Assignor agrees with the Assignee at the direction and expense of the Assignee to execute any further document that the Assignee may require to enable the Assignee to become registered by the Registrar of Trade Marks as the proprietor of the Trade Marks.

As witness this document was executed as a deed by the parties the day and year first before written.

Schedule 1 - Trade Marks

Country	Name	Registration Number	Date	Classes	Owner	Status
United Kingdom	Danny Boy	1474589	29 August 1991		03 Danny Boy Label LLP	registered
United Kingdom	Danny Boy	2005696	12 December 1994	14,15,18,21,25,30,32,33	Danny Boy Label LLP	registered
United Kingdom	Danny Boy	2141713	12 August 1997	04,06,16,20,24,25,26,28,39,41	Danny Boy Label LLP	registered
United Kingdom	Danny Boy	2157356	05 February 1998	09,16,41	Danny Boy Label LLP	registered
Ireland	Danny Boy	241873	30 April 2009	4,6,24,25,26,28,29,30,39,41	Danny Boy Label LLP	registered
Ireland	Danny Boy	164251	09 December 1994	14,15,18,21,25,30,32,33	Danny Boy Label LLP	registered
Canada	Danny Boy	670523	21 August 2006		Danny Boy Label LLP	registered
EU Trademark	Danny Boy	003256823	04 July 2003	21,28,33	Danny Boy Label LLP	registered
US Trade Marks & Patents Office	Danny Boy	2136456	27 January 1995	21	Danny Boy Label LLP	Live.
US Trade Marks & Patents Office	Danny Boy	3800029	30 January 2008	33	Danny Boy Label LLP	Live.

Schedule 2

(UK Domain Names)

dannyboy.co.uk

dannyboy.ie

Schedule 3

("the Works")

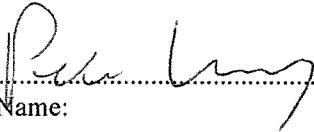







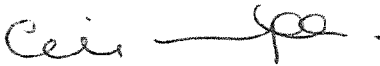
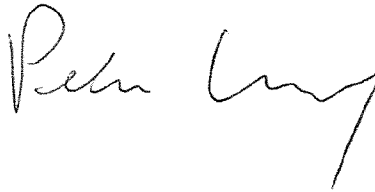
TRADEMARK
REEL: 005019 FRAME: 0200

EXECUTED as a Deed by)
DANNY BOY LABEL LLP)
acting by:-)

Signature: Member
Name:

Signature: Member
Name:

EXECUTED as a Deed by
BELFAST DISTILLERY
LIMITED acting by a
single director in the
presence of :-



Cella Worthington
PARTNER
Worthingtons Solicitors
24-38 Gordon Street
BELFAST BT1 2LQ