

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342540

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Daniel Philips		05/14/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Diageo North America, Inc.		
Street Address:	801 Main Avenue		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06851		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3458058	BON-BON	
CORRESPONDENCE DATA			
Fax Number:	2129537201		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212.415.9200		
Email:	ny.trademark@dorsey.com		
Correspondent Name:	Susan Progoff		
Address Line 1:	Dorsey & Whitney LLP		
Address Line 2:	51 West 52nd Street		
Address Line 4:	New York, NEW YORK 10019-6119		
ATTORNEY DOCKET NUMBER:	471265-00113		
NAME OF SUBMITTER:	Susan Progoff		
SIGNATURE:	/sp/		
DATE SIGNED:	05/27/2015		
Total Attachments: 3			
source=Philips Signed Trademark Assignment - Notarized (3)#page1.tif			
source=Philips Signed Trademark Assignment - Notarized (3)#page2.tif			
source=Philips Signed Trademark Assignment - Notarized (3)#page3.tif			

OP \$40.00 3458058

TRADEMARK ASSIGNMENT

WHEREAS, Daniel Philips, an individual having an address at 1317 La Jolla Drive, Thousand Oaks, California 91362, ("Assignor"), is the owner of the trademark BON-BON, Registration No. 3,458,058 thereof and the goodwill represented thereby;

WHEREAS, Diageo North America, Inc., a Connecticut corporation having a place of business at 801 Main Avenue, Norwalk Connecticut 06851 ("Assignee") wishes to acquire the trademark BON-BON, Registration No. 3,458,058 and the goodwill represented thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the trademark BON-BON, Registration No. 3,458,058 thereof and all goodwill represented by that mark, together with the right to sue for and to collect damages for past infringements and acts or dilution and unfair competition involving that mark.



Daniel Philips

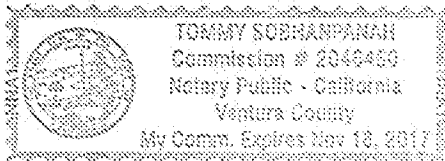
STATE OF CALIFORNIA)
 : ss:
COUNTY OF Ventura)

On this 14th day of May, 2015, before me personally appeared Daniel Philips, to me known, who being by me duly sworn did depose and say that he is the individual described in the foregoing Trademark Assignment and that he signed his name thereto.



Notary Public

My commission expires: 11/18/2017



CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

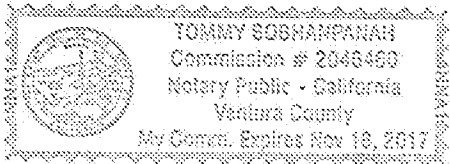
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Ventura)
On 5/14/15 before me, Tommy Sobhanpanah Notary Public
Date Here Insert Name and Title of the Officer
personally appeared Daniel Phillips
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature [Handwritten Signature]
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Trademark Assignment Document Date: _____
Number of Pages: _____ Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____ Signer's Name: _____
 Corporate Officer — Title(s): _____ Corporate Officer — Title(s): _____
 Partner — Limited General Partner — Limited General
 Individual Attorney in Fact Individual Attorney in Fact
 Trustee Guardian or Conservator Trustee Guardian or Conservator
 Other: _____ Other: _____
Signer Is Representing: _____ Signer Is Representing: _____