

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM443811

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Diageo Brands B.V.		03/13/2017	Corporation:
RECEIVING PARTY DATA			
Name:	R & A Bailey & Co		
Street Address:	Nangor House , Western Estate, Nangor Road		
City:	Dublin		
State/Country:	IRELAND		
Postal Code:	12		
Entity Type:	Private Unlimited Company: IRELAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86889881	ROE & CO	
Registration Number:	4872925	GEORGE ROE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	203-229-2100		
Email:	gina.vendittelli@diageo.com		
Correspondent Name:	Paola Tornabene		
Address Line 1:	801 Main Avenue		
Address Line 4:	Norwalk, CONNECTICUT 06851		
DOMESTIC REPRESENTATIVE			
Name:	Paola Tornabene		
Address Line 1:	801 Main Avenue		
Address Line 4:	Norwalk, CONNECTICUT 06851		
NAME OF SUBMITTER:	Paola Tornabene		
SIGNATURE:	/paola tornabene/		
DATE SIGNED:	09/20/2017		
Total Attachments: 2			

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United States

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Diageo Brands B.V., a private limited company organized and existing under the laws of the Netherlands and having a principal place of business at Molenwerf 12, 1014 BG, Amsterdam, The Netherlands (hereinafter "Assignor"), in favor of R & A Bailey & Co, a private unlimited company organized and existing under the laws of Ireland and having a principal place of business at Nangor House, Western Estate, Nangor Road, Dublin 12, Ireland (hereinafter "Assignee").

WHEREAS, the Assignor was the owner of the marks listed on the attached Schedule (the "Marks"), the goodwill of the business associated with the Marks, and the business to which the Marks pertain, and desires to confirm having assigned all of its right, title, and interest in and to the Marks along with the associated goodwill and the portion of the business to which the Marks pertain to the Assignee.

WHEREAS, Assignor did, on December 21, 2016, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Marks, their associated goodwill, and the portion of the business to which the Marks pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of December 21, 2016, its entire right, title and interest in and to Marks, their associated goodwill, and the portion of the business to which the Marks pertain, including the right to sue for and receive all damages from past infringements of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 13th day of March 2017.

Diageo Brands B.V.

By: _____



Diageo Brands B.V. Molenwerf 12, 1014 BG P.O. Box 58182, 1040 HD Amsterdam, The Netherlands
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Name: Katherine Tsang

Title: Assistant General Counsel, Intellectual Property Department

SCHEDULE OF MARKS

Mark	App. / Reg. No.
ROE & CO - Word Block Letters	86889881
GEORGE ROE – Word Block Letters	4872925