

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

GUINNESS UDV NORTH AMERICA, INC.

- Individual(s)
- General Partnership
- Corporation-State Connecticut
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 1, 2002

2. Name and address of receiving party(ies)

Name: DIAGEO NORTH AMERICA, INC.

Internal

Address: _____

Street Address: Six Landmark Square

City: Stamford State: CT Zip: 06901

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Connecticut
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) _____

See Attached Schedule

B. Trademark Registration No.(s) _____

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Cindy Carey

Internal Address: _____

Diageo North America, Inc.

Street Address: Six Landmark Square

City: Stamford State: CT Zip: 06901

6. Total number of applications and registrations involved: 10

7. Total fee (37 CFR 3.41).....\$ 265

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

083120

DO NOT USE THIS SPACE

9. Signature.

Cindy Carey
Name of Person Signing

[Signature]
Signature

April 17, 2002
Date

Total number of pages including cover sheet, attachments, and document: 1

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

	A	B
1	Application No:	TrademarkName
2	75/108670	BRETON'S HAND & SEAL - Word Block Letters
3	75/940678	HARD COLA - Word Block Letters
4	76/064361	SMIRNOFF ICE - Word Block Letters
5	76/069257	SMIRNOFF ICE - Label
6	76/069259	SMIRNOFF - Word and Device
7	76/120781	SMIRNOFF - Word Block Letters
8	76/120782	SMIRNOFF - Eyebrow
9	76/292980	USHER'S - Word Block Letters
10	76/328825	TRIPLE ASTERISK - Device
11	78/077055	INTELLIGENT NIGHTLIFE - Word Block Letters

GUINNESSUDV

Six Landmark Square
PO Box 120076
Stamford, Connecticut 06912-0076

Cindy D. Carey
Trademark Paralegal
Direct Dial 203-359-7465
Direct Fax 203-967-7951

April 24, 2002

VIA FACSIMILE 1 703 306 5995

Box Assignment
Commissioner of Trademarks
Washington D.C. 20231

**Re: Trademark Change of Name Recordal in the United States
In the name of Guinness UDV North America, Inc.**

SEE ATTACHED SCHEDULE

Dear Sir:

The above-referenced trademark registrations currently stand in the name Guinness UDV North America, Inc. Guinness UDV North America, Inc. changed its name to Diageo North America, Inc. as per the enclosed Recordation Form Coversheet.

Only a legible coversheet is required to effect a Change of Name Recordal. 37 C.F.R. Section 3.25.

Please record the Change of Name and forward the file stamped copy including reel and frame numbers to the undersigned. Please charge all fees associated with this recordal to deposit account no. 083120 in the name of Guinness UDV.

Sincerely,

