



03-10-2003



102385553

To the Honorable Commissioner of Patent and Trademarks: Please find enclosed 1 copy thereof.

1. Name of conveying party(ies):

3-5-03

Seagram de Costa Rica, S.A.  
(a Costa Rican corporation)

2. Name and address of receiving party(ies):

Diageo North America, Inc.  
Six Landmark Square  
Stamford, CT 06901

3. Nature of conveyance:

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

Execution Date: December 18, 2002  
Effective Date December 18, 2002

- Individual(s) citizenship:
- Association:
- General Partnership:
- Limited Partnership:
- Corporation-State: Connecticut
- Other: a Canadian corporation

If assignee is not domiciled in the U.S.A., a domestic representative designation is attached:  Yes;  No

(Designations must be a separate document from Assignment)

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

A. Trademark Application No.(s):

B. Trademark Registration No.(s): 2,304,805

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

Robert P. Henley  
Morgan, Lewis & Bockius LLP  
1111 Pennsylvania Avenue, NW  
Washington, D.C. 20004

Telephone: 202-739-5966  
Facsimile: 202-739-3001  
E-Mail: rphenley@morganlewis.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) Cal. 1 x \$40.00 = \$ 40.00  
 \_\_\_\_\_ x \$25.00 = \$ \_\_\_\_\_  
 Expedited fee = \$ \_\_\_\_\_  
 Total \$ 40.00

Authorized to charge overpayments/deficiencies to deposit account.

8. Deposit account number: DA 13-4520

DO NOT USE THIS SPACE

9. Statement and signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Robert P. Henley  
Name of Person Signing

March 5, 2003  
Date

Total number of pages including cover sheet, attachments and document: 3

## TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Seagram de Costa Rica, S.A., a corporation existing under the laws of Costa Rica and domiciled at Curridabat, de la Iglesia 200 metros al Norte y 25 metros al Este, San Jose, Costa Rica (hereinafter "Assignor"), in favor of Diageo North America, Inc., a corporation existing under the laws of Connecticut, having a principal business address at located at Six Landmark Square, Stamford, Connecticut 06901 (hereinafter "Assignee").

WHEREAS, the Assignor is the registered owner of the trademark registration set forth on the attached schedule (hereinafter "the Mark") and the goodwill of the business symbolized thereby, and desires to assign all of its right, title, and interest in and to the said Mark to the Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Mark and the goodwill symbolized by the Mark, including the right to sue for and receive all damages from past infringements of the Mark arising prior to the effective date of the assignment, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 18<sup>th</sup> day of December, 2002.

**SEAGRAM DE COSTA RICA, S.A.**

By: Leonardo Solis

Name: Leonardo Solis Rojas

Title: President

*[Handwritten Signature]*



Schedule

**Trademark**

GRAN BLASON

**Registration Number**

2,304,805