

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United Distillers Canada Inc.		07/01/1998	CORPORATION: CANADA

RECEIVING PARTY DATA	
Name:	UDV Canada Inc.
Street Address:	401 The West Mall, Suite 800
City:	Etobicoke, Ontario
State/Country:	CANADA
Postal Code:	M9C 5P8
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1250642	SILENT SAM

CORRESPONDENCE DATA	
Fax Number:	(202)739-3001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202.739.5197
Email:	trademarks@morganlewis.com
Correspondent Name:	H. Shinn C/O Morgan, Lewis & Bockius LLP
Address Line 1:	1111 Pennsylvania Avenue, NW
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004

DOMESTIC REPRESENTATIVE	
Name:	H. Shinn C/O Morgan, Lewis & Bockius LLP
Address Line 1:	1111 Pennsylvania Avenue, NW
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:	Morgan, Lewis & Bockius LLP
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Total Attachments: 1

900009677

**TRADEMARK
 REEL: 002882 FRAME: 0683**

CH \$40.00 1250642

United States

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by **United Distillers Canada Inc.**, a corporation existing under the laws of Canada and domiciled at 401 The West Mall, Suite 800, Etobicoke, Ontario M9C 5P8, Canada (hereinafter "Assignor"), in favor of **UDV Canada Inc. (by change of name known as Guinness UDV Canada Inc., by change of name now known as Diageo Canada Inc.)**, a corporation existing under the laws of Canada, having a principal business address at 401 The West Mall, Suite 800, Etobicoke, Ontario M9C 5P8, Canada (hereinafter "Assignee").

WHEREAS, the Assignor is or is in the process of being recorded as the registered owner of the trademark registration for SILENT SAM – Word Block Letters (Reg. No. 1250642) (hereinafter "the Mark") and the goodwill of the business symbolized thereby, and desires to confirm having assigned the Mark to the Assignee.

WHEREAS, Assignor did, on July 1, 1998, by separate instrument, assign certain of its assets and business to Assignee, including all right, title and interest in and to the Mark, and the goodwill of the business symbolized thereby; and

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 July 1, 1998, 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, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 29TH day of MARCH, 2004.

United Distillers Canada Inc.

By: *Richard Fitzgerald*

Name: Richard P. Fitzgerald

Title: President