

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IDV Wines & Spirits Inc.		05/27/2005	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Diageo Canada Inc.		
Street Address:	401 The West Mall, Suite 800		
City:	Toronto, Ontario		
State/Country:	CANADA		
Postal Code:	M9C 5P8		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1490438	G.W. ARCHER'S PEACH COUNTY SCHNAPPS	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-739-5093		
Email:	trademarks@morganlewis.com, kaltoff@morganlewis.com		
Correspondent Name:	Kristin H. Altoff		
Address Line 1:	1111 Pennsylvania Ave, NW		
Address Line 2:	Attention: TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
DOMESTIC REPRESENTATIVE			
Name:	Kristin H. Altoff		
Address Line 1:	1111 Pennsylvania Ave, NW		
Address Line 2:	Attention: TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		

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NAME OF SUBMITTER:	Kristin H. Altoff
Signature:	/Kristin H. Altoff/
Date:	06/02/2005
Total Attachments: 1 source=Archers#page1.tif	

CONFIRMATORY ASSIGNMENT

This Confirmatory Assignment is made on May 27, 2005, by and between **IDV Wines & Spirits Inc.**, a Canadian corporation with an address at 401 The West Mall, Suite 800, Toronto, Ontario Canada M9C 5P8 (and with a former address of 400 Kipling Avenue, Toronto, Ontario Canada M8V 3L2) (hereinafter "IDV"), and **Diageo Canada Inc.**, formerly known as UDV Canada Inc., a Canadian corporation with an address at 401 The West Mall, Suite 800, Toronto, Ontario Canada M9C 5P8 (hereinafter "Diageo").

WHEREAS, IDV was the owner of the U.S. trademark G.W. ARCHER'S PEACH COUNTY SCHNAPPS, and the U.S. trademark registration therefor, U.S. Registration No. 1,490,438 (hereinafter "the Mark"), and the goodwill of the business associated with the Mark; and

WHEREAS, IDV did, effective on July 1, 1998, transfer all of IDV's assets and liabilities to Diageo, including all of IDV's right, title and interest in and to the Mark and the goodwill of the business associated with the Mark; and

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, IDV hereby confirms having assigned, transferred and set over to Diageo, effective as of July 1, 1998, all of IDV's right, title and interest in and to the Mark, including the right to sue for and receive all damages from past infringements, together with the goodwill of the business associated with the Mark, the same to be held and enjoyed by Diageo, its successors, assigns and other legal representatives.

IDV WINES & SPIRITS INC.

By: [Signature]
Name: Masam Imami
Title: V.P. Marketing (Diageo Canada Inc.)
Director (IDV Wines & Spirits Inc.)

DIAGEO CANADA INC.

By: [Signature]
Name: Paul R. DeMoo
Title: President & CEO