

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Letter of Consent		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
A. Hardy / U.S.A., Ltd.		12/29/2005	COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bacardi & Company Limited		
<b>Street Address:</b>	Aeulestrasse 5		
<b>City:</b>	Vaduz		
<b>State/Country:</b>	LIECHTENSTEIN		
<b>Postal Code:</b>	FL-9490		
<b>Entity Type:</b>	CORPORATION: LIECHTENSTEIN		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2734642	RUBI	
<b>Registration Number:</b>	2591868	RUBI	
<b>Serial Number:</b>	78533775	RUBI RESERVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-813-5900		
<b>Email:</b>	mscungio@fzlj.com		
<b>Correspondent Name:</b>	Maria A. Scungio		
<b>Address Line 1:</b>	866 United Nations Plaza		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	BACO USA TA-0427239		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Maria A. Scungio		

CH \$90.00 2734642

Address Line 1: 866 United Nations Plaza  
Address Line 4: New York, NEW YORK 10017

NAME OF SUBMITTER: Maria A. Scungio

Signature: /maria a. scungio/

Date: 12/29/2005

Total Attachments: 1  
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**A. HARDY/U.S.A. LTD.**  
IMPORTER OF WINES & SPIRITS

Bacardi & Company Limited  
Aeulestrasse 5, P.O. Box 470  
FL-9490 Vaduz, Liechtenstein

**RE: Letter Of Consent**

Dear Sirs,

As owner of U.S. Reg. No. 2,734,642 RUBI registered for "brandy" and U.S.Reg. No. 2,591,868 RUBI registered for "tequila", both in Class 33, we herewith consent to the registration and use in commerce of RUBI RESERVE and Device, subject of Application Serial No. 78/533,775 filed by Bacardi & Company Limited in respect of alcoholic beverages, namely, rum, rum-based spirits, vodka, gin and liqueurs (not containing cognac, brandy or tequila).

The concurrent and contemplated use of the respective marks for the respective products is not likely to cause confusion, or to cause mistake or to deceive the consuming public, because of the differences between them, the respective presentations and the sophistication of the clientele.

Sincerely,

A. Hardy / U .S.A., Ltd.

By *William Walsh*  
12/29/05

cc. Bacardi & Company

1400 E. TOURY AVE., SUITE 150 • DES PLAINES, IL 60018 • 847-298.2358 • FAX 847.298.2714

RECORDED: 12/29/2005

TRADEMARK  
REEL: 003218 FRAME: 0535