

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BOISSET COTE D'OR		07/18/2006	CORPORATION: FRANCE
RECEIVING PARTY DATA			
Name:	LA FAMILLE DES GRANDS VINS ET SPIRITUEUX (FGVS)		
Street Address:	Rue des Freres Montgolfier		
City:	Nuits Saint Georges		
State/Country:	FRANCE		
Postal Code:	21700		
Entity Type:	CORPORATION: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78735406	IDOL	
CORRESPONDENCE DATA			
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ATTORNEY DOCKET NUMBER:	G&M 1.1 - IDOL		
DOMESTIC REPRESENTATIVE			
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NAME OF SUBMITTER:	Anne Hiaring
Signature:	/anne hiaring/
Date:	09/05/2006
Total Attachments: 2 source=IDOL Mark Boisset Cote d'or to FGVS 7-18-06#page1.tif source=IDOL Mark Boisset Cote d'or to FGVS 7-18-06#page2.tif	

**ASSIGNMENT OF TRADEMARK
and TRADEMARK APPLICATION**

WHEREAS, BOISSET COTE D'OR. ("Assignor"), is the owner of the following trademark which is the subject of application with the United States Patent and Trademark Office (the "Mark"):

<u>Mark</u>	<u>Appln.No.</u>	<u>Appln.Date</u>
IDOI	78/735,406	10/18/2005

and;

WHEREAS, LA FAMILLE DES GRANDS VINS ET SPIRITUEUX (FGVS) ("Assignee"), a French corporation with a principal place of business at Rue des Freres Montgolfier, Nuits Saint Georges, France 21700, has acquired that portion of the goodwill of the business of Assignor associated with the Mark, including the application, and is the successor in interest to that portion of business of the Assignor to which the mark pertains pursuant to Section 10 of the Lanham Act, 15 U.S.C. 1060.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the goodwill of that portion of the business to which the Mark applies, and the application and the Certificate of Registration therefor.

The record of this assignment shall be entered in the records of the United States Patent and Trademark Office.

