

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
Virgin Islands Rum Industries, Limited		12/14/2006	CORPORATION: VIRGIN ISLANDS
RECEIVING PARTY DATA			
Name:	Cruzan International, Inc.		
Street Address:	222 Lakeview Avenue		
Internal Address:	Suite 1500		
City:	West Palm Beach		
State/Country:	FLORIDA		
Postal Code:	33401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2881013	RON CARLOS	
CORRESPONDENCE DATA			
Fax Number:	(407)841-2343		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	407-841-2330		
Email:	dsigalow@addmg.com		
Correspondent Name:	David L. Sigalow		
Address Line 1:	255 South Orange Avenue		
Address Line 2:	1401		
Address Line 4:	Orlando, FLORIDA 32801		
ATTORNEY DOCKET NUMBER:	100188		
NAME OF SUBMITTER:	David L. Sigalow		
Signature:	/David L. Sigalow/		

OP \$40.00 2881013

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TRADEMARK
REEL: 003447 FRAME: 0481

Date:

12/19/2006

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment"), dated December 14, 2006, is entered into by and between Virgin Islands Rum Industries, Limited (also known as Virgin Islands Rum Industries, Ltd.) ("Assignor"), a United States Virgin Islands corporation, whose mailing address is P.O. Box 218 Frederiksted, St. Croix, U.S. Virgin Islands 00841-0218, and Cruzan International, Inc. ("Assignee"), a Delaware corporation with a principal place of business at 222 Lakeview Avenue, Suite 1500, West Palm Beach, Florida 33401.

WHEREAS, Assignor is the owner of the United States common law trademarks, registered trademarks, applications to register trademarks, intent-to-use applications and other registrations or applications related to trademarks listed on Schedule A hereto (collectively, the "Assigned Marks");

WHEREAS, Assignee is desirous of acquiring the full rights, title and interests in, to and under the Assigned Marks and the goodwill accrued in connection and associated therewith.

NOW, THEREFORE, in consideration of the foregoing and the mutual promises, covenants and conditions contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

Assignor does hereby assign, transfer, convey and set over unto Assignee its full rights, title and interests, including common law rights, in the United States of America, and in all countries and jurisdictions of the world, in, to and under the Assigned Marks, together with the goodwill of the business symbolized by said Assigned Marks, and applications and registrations thereof, any renewal rights therein, and the exclusive right to enforce the Assigned Marks in the United States and throughout the world in the sole name of Assignee, its successors and assigns; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

IN WITNESS WHEREOF, the parties hereto, intending to be legally bound thereby, have executed this Assignment by their duly respective officers as of the date first written above.

[SIGNATURE PAGES FOLLOW]

ASSIGNOR:

VIRGIN ISLAND RUM INDUSTRIES, LIMITED

BY: Donald C. Nelthropp

NAME: Donald C. Nelthropp

TITLE: President

DATE: December 14, 2006

Territory of US Virgin Islands)
District of St. Croix)

ss:

Before me, the undersigned notary, personally appeared Donald C. Nelthropp who, being by me duly sworn did say that he/she is the President of Virgin Islands Rum Industries, Limited, and that said instrument was signed on behalf of and with authority of said corporation and said President acknowledged said instrument to be the free act and deed of said corporation this 14th day of December, 2006.

In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

My Commission Expires:

2/26/2008

[SEAL]

Denise J. Phillip
(Notary Public)

TRADEMARK

REEL: 003447 FRAME: 0484

ASSIGNEE:

CRUZAN INTERNATIONAL, INC.

BY: 

NAME: EZRA SHASHOUA

TITLE: EVP

DATE: DECEMBER 14, 2006

State of Florida)
County of Palm Beach)

ss:

Before me, the undersigned notary, personally appeared Ezra Shashoua, who, being by me duly sworn did say that he/she is the EVP & CFO of Cruzan International, Inc., and that said instrument was signed on behalf of and with authority of said corporation and said EVP & CFO acknowledged said instrument to be the free act and deed of said corporation this 30th day of November, 2006.


In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

My Commission Expires:

Jan 30, 2007

[SEAL]

Jennifer Lubrano-Murphy
(Notary Public)

 Jennifer Lubrano-Murphy
Commission #DD181205
Expires: Jan 30, 2007
Bonded Thru
Atlantic Bonding Co., Inc.

TRADEMARK

REEL: 003447 FRAME: 0485

SCHEDULE A
Assigned Marks

Trademark	Country	(App. No.)/Reg. No.	Class
RON CARLOS	U.S.A.	2,881,013	33
RON CARLOS	E.C.	003228038	33

WDC:99 1311369-2.072400.0030