

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
Mutual Wholesale Liquor, Inc.		10/04/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Ronald Beckenfeld		
Street Address:	962 Somera Road		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90077		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2731948	MONOPOLOWA	
CORRESPONDENCE DATA			
Fax Number:	(213)892-9494		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(213) 892-9200		
Email:	laipdocket@fulbright.com		
Correspondent Name:	Billy A. Robbins, Esq.		
Address Line 1:	FULBRIGHT & JAWORSKI L.L.P.		
Address Line 2:	555 South Flower Street, 41st Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
ATTORNEY DOCKET NUMBER:	10716102		
NAME OF SUBMITTER:	Billy A. Robbins		
Signature:	/Billy A. Robbins/		
Date:	12/27/2007		

CH \$40.00 2731948

Total Attachments: 2

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**ASSIGNMENT
(U.S. and Foreign Trademarks)**

WHEREAS, Mutual Wholesale Liquor, Inc. , a California corporation having its principal place of business at 4510 South Boyle Avenue, Los Angeles, California 90058 (hereinafter referred to as Assignor), has adopted and is using the Mark **MONOPOLOWA** (hereinafter Mark) No. 2,731,948 therefor; and

WHEREAS, Ronald Beckenfeld, an individual having a principal place of business at 962 Somera Road, Los Angeles, California 90077 (hereinafter referred to as Assignee), desires to acquire the Mark and the goodwill of the business associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title, and interest in and to the registration for said Mark and all of its right, title, and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark and the registration thereof, and all other rights which Assignor has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of said Mark and/or registration, the same to be held and enjoyed by the Assignee, his heirs, administrators, successors, legal representatives, and assigns forever and to the full end of the terms for which any of the aforesaid Mark are registered and any renewals of the terms thereof;

AND FOR THE SAME CONSIDERATION, the Assignor also hereby covenants and agrees that, at the time of execution and delivery of these presents, the Assignor is the sole and lawful owner of the entire right, title, and interest in and to the said registration and believes it is the sole and lawful owner of the entire right, title, and interest in and to said Mark and said goodwill associated therewith and that the same are unencumbered and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND FOR THE SAME CONSIDERATION, the Assignor hereby covenants and agrees that the Assignor will, whenever counsel of the Assignee or the counsel of his heirs, administrators, successors, legal representatives, and assigns shall advise that it is lawful and desirable, sign all papers and documents, deliver necessary documents including original registration certificates, if available, take all lawful oaths, execute separate confirmatory assignments, and do all acts reasonably necessary or desirable to be done for the procurement, maintenance, enforcement, and defense of said Mark and registration thereof without charge to the Assignee, his heirs, administrators, successors, legal representatives, and assigns, other than reasonable costs and expenses incurred by the Assignor or any of its employees, agents, and representatives in connection with the foregoing actions.

Mutual Wholesale Liquor, Inc.
A California Corporation



By: **Mickey Beckenfeld**

Title: President

State of California)
County of Los Angeles) ss.
County of Los Angeles)

On this 4th day of Oct. 2007, before me, a Notary Public, personally appeared Mickey Beckenfeld, personally known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

