

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
SOCIETE NOUVELLE J. PELLERIN		08/08/2008	CORPORATION: FRANCE
RECEIVING PARTY DATA			
Name:	RAYMOND TOURNIER EURL		
Street Address:	52, de la Victoire Street		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75009		
Entity Type:	CORPORATION: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	73263052	PELLERIN	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 949-9022		
Email:	JMStarzynski@lawabel.com		
Correspondent Name:	Victor M. Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8003636		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Victor M. Tannenbaum

Signature:

/VMT/

Date:

09/24/2008

Total Attachments: 3


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TRADE-MARK ASSIGNMENT

WHEREAS SOCIÉTÉ NOUVELLE J. PELLERIN, Corporation by Merger France (hereinafter the "Assignor") is the owner of the following trade-mark :

Trade-mark	Application No.	Registration No.
	73/263,052	1,229,048

(hereinafter the "Trade-mark");

WHEREAS RAYMOND TOURNIER EURL, society constituted by virtue of the laws of France, having a principal place of business or head office at 52, de la Victoire Street, 75009 Paris (hereinafter the "Assignee"), wishes to acquire the Trade-mark;

NOW THEREFORE, THESE PRESENTS WITNESSED THAT:

In consideration of the sum of one dollar (\$1.00) and for other good and valuable consideration, the sufficiency of which is hereby acknowledged, the Assignor does hereby assign and transfer unto the Assignee, the entire rights, title and interests in and to the Trade-mark, together with the goodwill attached to the wares/services in association with which the Trade-mark is used as well as all rights of action accrued or to accrue under and by virtue thereof, including all rights in administrative proceedings and the right to sue and recover for past infringement or illegal use of the Trade-mark, the whole without any restriction whatsoever.

This Assignment may be signed in any number of counterparts, each of which is deemed to be an original and all of which taken together is deemed to constitute one and the same instrument. Each counterpart may be delivered by fax or email and a faxed or emailed copy is as effective as an original.

[The next page is the signature page.]

EXECUTED at Montreal, this 8th day of August 2008.

SOCIETE NOUVELLE J. PELLERIN
CORPORATION BY MERGER FRANCE

Per: Jean Charles Boisset

Jean Charles Boisset
Name

President
Title

RAYMOND TOURNIER EURL

Per: _____

Name

Title

EXECUTED at Montreal, this 8th day of August 2008.


*LA FAMILLE DES GRANDS VINS ET SPIRITUEUX (FGVS)
CORPORATION FRANCE*

Per: _____

Name _____

Title _____

RAYMOND TOURNIER EURL

Per:  _____

Louis Huchette

Name _____

Représentant autorisé

Title _____

TRADEMARK