

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trade Mark Deed of Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
42 Below Limited		03/16/2009	CORPORATION: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	Bacardi & Company Limited		
Street Address:	5 Aeulestrasse		
City:	Vaduz		
State/Country:	LIECHTENSTEIN		
Postal Code:	FL-9490		
Entity Type:	CORPORATION: LIECHTENSTEIN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2927682	42 BELOW	
Registration Number:	3261770	SOUTH	
Registration Number:	3507067	42 BELOW	
CORRESPONDENCE DATA			
Fax Number:	(415)576-0300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(415) 576-0200		
Email:	pamarquez@townsend.com, mcmchugh@townsend.com, ams@townsend.com		
Correspondent Name:	Margaret McHugh		
Address Line 1:	Two Embarcadero		
Address Line 2:	8th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	086963-001400		

CH \$90.00 2927682

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Margaret McHugh
Signature:	/mcm/
Date:	06/04/2009

Total Attachments: 3

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TRADE MARK
DEED OF ASSIGNMENT

DEED made this 16th day of March 2009 in respect of an assignment effective as of the 16th day of March 2009 (EFFECTIVE DATE)

BETWEEN **42 Below Limited**, of Level 1, Union Fish Co. Building 116/118 Quay Street, Auckland, New Zealand, ("ASSIGNOR")

AND **Bacardi & Company Limited**, of Aeulestrasse 5, Vaduz, FL-9490, Liechtenstein ("ASSIGNEE")

RECITALS

- A. The ASSIGNOR is the owner of the trade mark registrations specified in Schedule One (TRADE MARKS);
- B. For good and valuable consideration, the ASSIGNOR has agreed to assign to the ASSIGNEE the TRADE MARKS registered in Argentina, Australia, Brazil, Canada, China, European Community, Hong Kong, India, Indonesia, Japan, Malaysia, Mexico, New Zealand, Republic of Korea, Singapore, Taiwan, United Kingdom and United States of America.
- C. The parties wish to record the terms of their agreement as follows

IT IS AGREED AS FOLLOWS

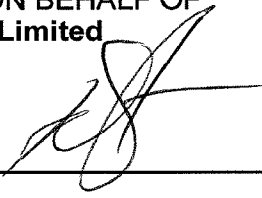
1. The ASSIGNOR hereby assigns to the ASSIGNEE the TRADE MARKS together with
 - 1.1. All statutory rights including copyright and common law rights attaching to the TRADE MARKS.
2. The ASSIGNOR shall execute such further documents and do such further acts as the ASSIGNEE may reasonably require from time to time by way of further assurance of the rights herein assigned.
3. This Assignment shall be governed by and construed in accordance with the Liechtenstein law. Each of the parties agrees that the Courts of Liechtenstein shall have exclusive jurisdiction to settle any dispute

which may arise in connection with this agreement.


Executed as a Deed and delivered on behalf of the parties on the date first set out above.

SIGNED ON BEHALF OF
42 Below Limited

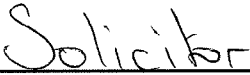
By:



Director



Witness



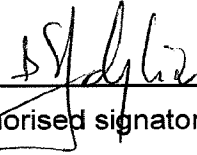
Witness Occupation



Witness address

SIGNED ON BEHALF OF
Bacardi & Company Limited

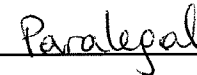
By:



Authorised signatory



Witness




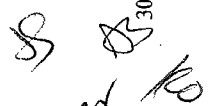
Witness Occupation



Witness address

COUNTRY: United States of America

Trade Mark	Official No.	Classes	Goods/Services
	3507067	33	alcoholic beverages, namely, vodka ; and vodka-based products, namely, vodka infused with fruit flavorings and flavored spirits
<p>42 BELOW</p>	2927682	33	Alcoholic beverages, namely, distilled spirits, vodka, gin, brandy, and whiskey.
<p>SOUTH</p>	3261770	33	Alcoholic malt coolers; prepared alcoholic cocktails; gin; distilled spirits of barley, corn or rice.



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