

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Industries Lassonde Inc.		01/25/2010	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	A. Lassonde Inc.		
Street Address:	705 Principale Street		
City:	Rougemont, Quebec		
State/Country:	CANADA		
Postal Code:	J0L 1M0		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77732973	VERSUS	
CORRESPONDENCE DATA			
Fax Number:	(202)955-5564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-419-2404		
Email:	stephen.jeffries@hklaw.com		
Correspondent Name:	Stephen J. Jeffries		
Address Line 1:	2099 Pennsylvania Avenue, NW, Suite 100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

OP \$40.00 77732973

NAME OF SUBMITTER:	Stephen J. Jeffries
Signature:	/Stephen J. Jeffries/
Date:	02/02/2010
Total Attachments: 1 source=versus trademark assigment_Feb_02_2010_16_55_54_400#page1.tif	

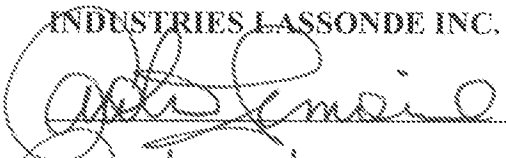
TRADEMARK ASSIGNMENT


WHEREAS, Industries Lassonde Inc., a corporation organized and existing under the laws of Canada, having a place of business at 755 Principale Street, Rougemont, Quebec, Canada J0L 1M0, (hereinafter the "Assignor") is the owner of all right, title and interest in and to the trademark **VERSUS** (hereinafter the "Mark") for wine in the United States of America and of United States Patent and Trademark Office Application Serial No. 77/732,973 therefor (hereinafter the "Application"); and

WHEREAS, A. Lassonde Inc., a corporation organized and existing under the laws of Canada, having a principal address at 705 Principale Street, Rougemont, Quebec, Canada J0L 1M0 (hereinafter the "Assignee") desires to acquire, in connection with the transfer of the portion of the ongoing and existing business to which the Mark pertains, all of Assignor's right, title and interest in and to the Mark and the Application, together with the goodwill of the business symbolized by and associated with the Mark; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers and sets over to Assignee all of Assignor's right, title and interest in and to the Mark and the Application, and the goodwill of the business symbolized by and associated with the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives. Assignor further assigns to Assignee all proceeds to infringement suits, the right to sue for past, present and future infringements, and all rights corresponding thereto for the Mark and the Application.

This Trademark Assignment, effective as of the later of the signature dates set forth below, shall be binding upon the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

INDUSTRIES LASSONDE INC.
By: 
Name: Caroline Lemoine
Title: Corporate Secretary
Date: 2010-01-25

A. LASSONDE INC.
By: 
Name: Jean GATTUSO
Title: PRESIDENT & CEO
Date: JANUARY 23 2010