

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
MARTINELLI LIMITED		04/16/2010	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	GONZALEZ BYASS, S.A.		
Street Address:	Manuel Maria Gonzalez, 12		
Internal Address:	11403 Jerez de la Frontera		
City:	Cadiz		
State/Country:	SPAIN		
Entity Type:	CORPORATION: SPAIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3333429	THE LONDON GIN COMPANY LTD	
CORRESPONDENCE DATA			
Fax Number:	(212)837-6269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 837-6550		
Email:	kuhn@hugheshubbard.com		
Correspondent Name:	Perla M. Kuhn		
Address Line 1:	Hughes Hubbard & Reed LLP		
Address Line 2:	One Battery Park Plaza		
Address Line 4:	New York, NEW YORK 10004-1482		
ATTORNEY DOCKET NUMBER:	79621.0496 PMK/ESP		
DOMESTIC REPRESENTATIVE			
Name:	Perla M. Kuhn		
Address Line 1:	Hughes Hubbard & Reed LLP		

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**TRADEMARK
 REEL: 004194 FRAME: 0550**

Address Line 2: One Battery Park Plaza
Address Line 4: New York, NEW YORK 10004-1482

NAME OF SUBMITTER:	Perla M. Kuhn
Signature:	/Perla M. Kuhn/
Date:	04/28/2010

Total Attachments: 2
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USA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT

WHEREAS, Martinelli Limited, a United Kingdom corporation, having a place of business at 308 High Street Croyden, Surrey, CRO 1 NG, United Kingdom, has adopted, used and is using the mark that is the subject of registration in the United States Patent and Trademark Office as follows (the "Mark"):

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>DATED</u>
THE LONDON GIN COMPANY LTD	3333429	November 13, 2007

AND, WHEREAS, Gonzalez Byass, S.A., a corporation organized and existing under the laws of Spain, having a place of business at Manuel Maria Gonzalez, 12, 11403 Jerez de La Frontera (Cadiz), Spain, is desirous of acquiring the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark, and past common law causes of action;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Martinelli Limited, hereby sells, assigns and transfers unto Gonzalez Byass, S.A., its successors and assigns, the entire right, title and interest in and to the Marks, applications and registrations and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks and past common law causes of action.

MARTINELLI LIMITED
 By: *M. Edgerton Gill*
 Martin James Edgerton Gill
 Title: DIRECTOR
 Dated: 16th April 2010

GONZALEZ BYASS, S.A.
 By: *Jorge Alberto Grosse Mac Dougall*
 Jorge Alberto Grosse Mac Dougall
 Title: _____
 Dated: _____