

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

02/10/2011
 900184033

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Koninklijke De Kuyper B.V.		01/25/2011	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Jim Beam Brands Co.		
Street Address:	510 Lake Cook Road		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2638476		
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-616-5600		
Email:	trademark@leydig.com		
Correspondent Name:	Leydig, Voit & Mayer, Ltd.		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson Ave		
Address Line 2:	Suite 4900; ATTN: Claudia W. Stangle		
Address Line 4:	Chicago, ILLINOIS 60601-6731		
ATTORNEY DOCKET NUMBER:	271458		
NAME OF SUBMITTER:	Claudia W. Stangle		
Signature:	/Claudia W. Stangle/		
Date:	02/10/2011		

CH \$40.00 2638476

Total Attachments: 3

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Amendment to the Asset Purchase and Intellectual Property Assignment Agreement
by
Koninklijke De Kuyper B.V.
and
Jim Beam Brands Co.

This Amendment is made by De Kuyper and Beam to the 15 December 2010 Asset Purchase and Intellectual Property Assignment Agreement (the "APIPA") on this 25 day of January, 2011. Capitalized terms shall have the same definition as the capitalized terms in the APIPA.

RECITALS

Pursuant to the APIPA, De Kuyper and Beam entered into an Intellectual Property Assignment (the "Assignment") pursuant to which De Kuyper assigned the Pucker Assets to Beam; and;

Schedule B of the APIPA and Exhibit 1 of the Assignment contained and listed the PUCKER Intellectual Property related to the Pucker Assets which are registered in favor of the Assignor but inadvertently was missing one asset.

De Kuyper and Beam desire to amend the APIPA and Assignment by replacing their respective Schedule B and Exhibit 1 for the new Schedule B/Exhibit 1 attached that includes U.S. Registration 2,638,476 for Lips Design which was not previously included;

NOW THEREFORE, in consideration of the mutual covenants and agreements set forth below, the Parties agree as follows:

1. REPLACEMENT OF SCHEDULE B and EXHIBIT 1

Schedule A attached to the APA and Exhibit 1 attached to the Assignment are deleted in their entirety and restated by the new Schedule B and Exhibit 1 attached hereto (listing U.S. Registration 2,638,476 for Lips Design).

2. ALL OTHER TERMS AND CONDITIONS

Except as expressly set forth in this Amendment, all other terms and conditions of the Assignment shall remain the same.

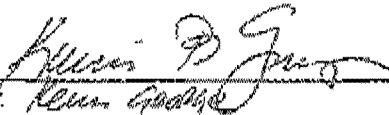
Executed by the Parties in counterparts.

By and on behalf of Koninklijke De Kuyper B.V.:



Name: B.R. Smeijns de Vries van Doesburgh
Capacity: CEO




By and on behalf of Jim Beam Brands Co.:

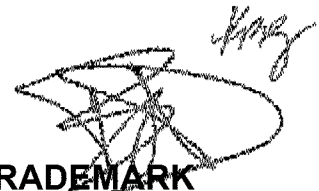


Name: Kevin D. Jones
Capacity: CMO

**SCHEDULE B to the Asset Purchase and Intellectual Property Assignment Agreement
and
EXHIBIT 1 to the Trademark Assignment
by
Koninklijke De Kuyper B.V. and Jim Beam Brands Co.**

Trademarks

Device	Owners	Country	Status	Title	Application No.	Application Date	Registration No.	Registration Date	Goods/Services
	Koninklijke De Kuyper B.V. TA De Kuyper Royal Distillers PRIVATE LIMITED COMPANY NETHERLANDS	United States	Registered	PUCKER	76177167	12/7/2000	2669408	12/24/2002	33 - ALCOHOLIC BEVERAGES, NAMELY, LIQUEURS AND CORDIALS
	Koninklijke De Kuyper B.V. TA De Kuyper Royal Distillers Netherlands Private Limited Liability Company	United States	Registered	PUCKER (Word Only)	75709880	9/1/1999	2595369	2/5/2001	33 - LIQUEURS
	Koninklijke De Kuyper B.V. TA De Kuyper Royal Distillers Company Netherlands	United States	Registered	Design Only	76180098	12/13/2000	2638476	10/22/2002	33 - ALCOHOLIC BEVERAGES, NAMELY, LIQUEURS AND CORDIALS.
	Koninklijke De Kuyper B.V., Tambien Comercio Como De Kuyper Royal Distillers	Mexico	Registered	PUCKER	464418	12/20/2000	706761	7/25/2001	33 - ALCOHOLIC BEVERAGES
	Koninklijke De Kuyper B.V., Tambien Comercio Como De Kuyper Royal Distillers	Mexico	Registered	PUCKER (Word Only)	464416	12/20/2000	696035	4/25/2001	33 - ALCOHOLIC BEVERAGES
	Koninklijke De Kuyper B.V.	Community Trademarks	Registered	PUCKER (Word Only)	1988484	12/7/2000	1988484	8/23/2008	33 - ALCOHOLIC DRINKS OTHER THAN BEERS
	Koninklijke De Kuyper B.V.	International Register	Registered	PUCKER (Word Only)	N/A	N/A	956693	1/30/2008	33 - ALCOHOLIC DRINKS OTHER THAN BEERS



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