

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Art In the Age, LLC		05/26/2010	LIMITED LIABILITY COMPANY: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	William Grant & Sons Marketing Limited		
<b>Street Address:</b>	70 Sir Rogerson's Quay		
<b>City:</b>	Dublin 2		
<b>State/Country:</b>	IRELAND		
<b>Entity Type:</b>	CORPORATION: IRELAND		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3567680	ART IN THE AGE OF MECHANICAL REPRODUCTION	
Serial Number:	77675925	ART IN THE AGE	
Serial Number:	77822933	SNAP	
Serial Number:	77686543	ROOT	
Serial Number:	77675900	ROOT LIQUOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)220-4201		
<b>Phone:</b>	202.220.4200		
<b>Email:</b>	tmdocketdc@kenyon.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	William Merone - Kenyon & Kenyon LLP		
<b>Address Line 1:</b>	1500 K Street, NW		
<b>Address Line 2:</b>	Suite 700		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20005		
<b>ATTORNEY DOCKET NUMBER:</b>	14400- AITA - 2 OF 2		

OP \$140.00 3567680

**DOMESTIC REPRESENTATIVE**

**Name:** William Merone - Kenyon & Kenyon LLP  
**Address Line 1:** 1500 K Street, NW  
**Address Line 2:** Suite 700  
**Address Line 4:** Washington, DISTRICT OF COLUMBIA 20005

<b>NAME OF SUBMITTER:</b>	William M. Merone
<b>Signature:</b>	/William M. Merone/
<b>Date:</b>	10/03/2011

**Total Attachments: 4**  
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source=Art in the Age to William Grant & Sons Marketing#page4.tif

**CONFIDENTIAL**

**ASSET PURCHASE AGREEMENT**

**THIS PURCHASE AGREEMENT**, together with the Schednles and Annexures attached hereto (the "Asset Purchase Agreement"), is entered into and effective this ~~21~~<sup>20</sup>th day of May, 2010 ("Effective Date"), by and between the following:

1. **ART IN THE AGE, LLC**, a company organized and existing under the laws of the Commonwealth of Pennsylvania with offices at 114 S 13th Street 120, Philadelphia, PA 19107-4528 ("AITA" or sometimes "Seller"); and
2. **WILLIAM GRANT & SONS MARKETING LIMITED** a company organized and existing under the laws of Ireland, and having its principal place of business at 70 Sir John Rogerson's Quay, Dublin 2, Ireland ("WGS").
3. **STEVEN GRASSE**, an individual residing at 225 Spruce Street, Philadelphia, PA 19106 ("Grasse").

WGS, AITA and Grasse are referred to herein collectively as the "Parties" and each as a "Party".

REDACTED

REDACTED

1.7 **Master Brand.** The Master Brand includes the trademark **ART IN THE AGE** and any and all other names, phrases, taglines, advertising copy, packaging, design, labels or trademarks in development for or used on or in association with the trademarks shown in Schedule 1 hereto by Seller in the manufacture of AITA Beverages (including but not limited to any intellectual property rights associated with those products), and any and all domain names used with or usable with any products encompassed within the Master Brand (such as but not limited to "artintheage.com") as well as any and all copyrights or moral rights owned by Seller and any Seller Affiliate related to any of the foregoing, and the formulas and processes for distilling, aging, storage and bottling of any alcoholic beverage product manufactured or sold under the Master Brand, and any rights or forms of protection of a similar nature and having equivalent or similar effect to any of the foregoing.

REDACTED

## ARTICLE II

### **PURCHASE OF ASSETS**


2.1 **Sale of Master Brand.** Seller hereby sells, assigns, and transfers to WGS their entire right, title, interest in and to the Master Brand and any Future Beverage Rights anywhere in the world, together with the goodwill of the portion of any business associated with the use of and/or symbolized by any of these rights, including the right to recover for past infringement thereof, those rights to be held and enjoyed by WGS, its successors, and/or its assigns.


ES

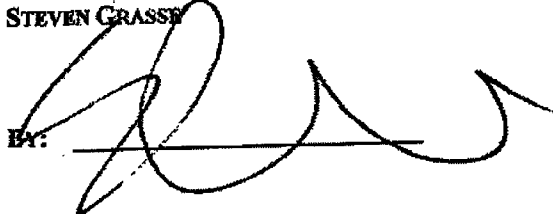
REDACTED

**WILLIAM GRANT & SONS MARKETING,  
LIMITED**

**ART IN THE AGE, LLC**

By:   
Name: FRANÇOIS SOMMER  
Title: DIRECTOR  
STEVEN GRASSE

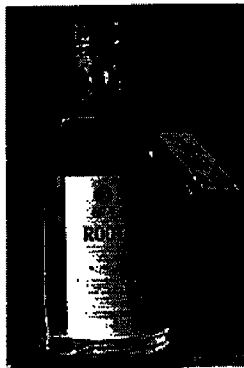
By:   
Name: Steven Grasse  
Title: Member

By: 

Schedule 1  
**AITA ASSETS COMPRISING MASTER BRAND**

**TRADEMARKS**

ART IN THE AGE  
ART IN THE AGE OF MECHANICAL REPRODUCTION  
ROOT  
SNAP



**TRADEMARK REGISTRATIONS AND APPLICATIONS**

MARK	REGISTRATION NO.
ART IN THE AGE OF MECHANICAL REPRODUCTION	3,567,680

**TRADEMARK APPLICATIONS**

MARK	APPLICATION SERIAL NO.
ART IN THE AGE	771675,925
SNAP	771822,933

REDACTED