

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/01/2011

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sean Creighton		09/01/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	BACARDI & COMPANY LIMITED
Street Address:	Auelestrasse 5
City:	Vaduz
State/Country:	LIECHTENSTEIN
Postal Code:	FL-9490
Entity Type:	CORPORATION: LIECHTENSTEIN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3761050	RISING ICONS

CORRESPONDENCE DATA

Fax Number: (212)808-7897
 Phone: 212-808-7800
 Email: mmarcotte@kelleydrye.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: Matthew D. Marcotte
 Address Line 1: 101 Park Avenue
 Address Line 4: New York, NEW YORK 10178

ATTORNEY DOCKET NUMBER: 004352-0072

DOMESTIC REPRESENTATIVE

Name:

900205246

**TRADEMARK
 REEL: 004646 FRAME: 0143**

OP \$40.00 3761050

Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Matthew D. Marcotte

Signature:

/Matthew D. Marcotte/

Date:

10/21/2011

Total Attachments: 3

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ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective as of September 1, 2011 (hereinafter the "Effective Date"), by and between Sean Creighton ("ASSIGNOR") and Bacardi & Company Limited ("ASSIGNEE").

WHEREAS, ASSIGNOR, a n individual with an address of 59B Locust Avenue, 5A, New Rochelle, NY 10801, is the owner in the United States of all right, title and interest in and to the trademarks identified on Schedule A attached hereto and incorporated herein, together with any registrations and/or applications for such trademarks in the U S Patent and Trademark Office and the goodwill related thereto (hereinafter collectively identified as the "TRADEMARKS"); and

WHEREAS, ASSIGNEE, a corporation organized and existing under the law of Liechtenstein, with an address at Aeulestrasse 5, FL-9490 Vaduz, Liechtenstein, is desirous of acquiring all right, title and interest in and to the TRADEMARKS, together with all goodwill related thereto; and

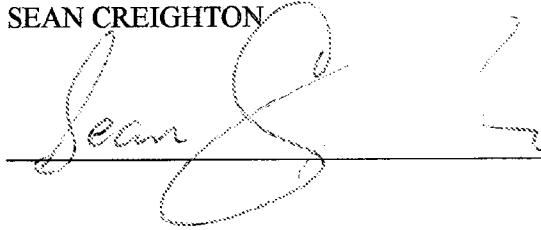
WHEREAS, ASSIGNOR has agreed to assign to ASSIGNEE the entire right, title and interest that ASSIGNOR has or may have, in and to the TRADEMARKS in the United States, together with the goodwill of the business symbolized thereby and associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, effective as of the Effective Date, said ASSIGNOR does hereby assign and transfer unto ASSIGNEE its entire right, title and interest in and to the TRADEMARKS for all goods and services together with all registrations and/or applications for such trademarks in the U.S Patent and Trademark Office, and the related goodwill of the business symbolized by and associated with said TRADEMARKS

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment

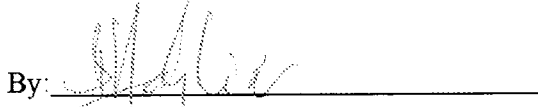
as of the Effective Date.

SEAN CREIGHTON

A handwritten signature in cursive script, appearing to read "Sean Creighton", is written over a solid horizontal line.

BACARDI & COMPANY LIMITED

By:

A handwritten signature in cursive script, appearing to read "Maurice Stondylia", is written over a solid horizontal line.
Name: MAURICE STONDYLIA

Title: LEGAL COUNSEL

SCHEDULE A

<u>Mark</u>	<u>App./Reg. No.</u>
RISING ICONS	Reg. No. 3,761,050

NV01/MADCOM/1490363.1