

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Security Release Effective May 2, 2006		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A.		04/28/2006	National Banking Association:

RECEIVING PARTY DATA

Name:	Beverage Management, Inc.
Street Address:	2304 Century Center Boulevard
City:	Irving
State/Country:	TEXAS
Postal Code:	75062
Entity Type:	CORPORATION: MICHIGAN

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	0675316	50-50
Registration Number:	0895136	CHERIKEE RED
Registration Number:	0311830	COTTON CLUB
Registration Number:	0620587	COTTON CLUB QUI-9
Registration Number:	1578003	DANISH CREME
Registration Number:	0519230	FIFTY FIFTY
Registration Number:	0985693	HILL BILLY JOOSE
Registration Number:	0616934	
Registration Number:	0952173	TROPICAL DELITE

CORRESPONDENCE DATA

Fax Number: (202)739-3001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202-739-5652
 Email: chowell@morganlewis.com

CH \$240.00 0675316

Correspondent Name: Catherine R. Howell, Paralegal
Address Line 1: 1111 Pennsylvania Ave., N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:

063428-0041

NAME OF SUBMITTER:

Catherine R. Howell, Paralegal

Signature:

/Catherine R. Howell/

Date:

05/31/2006

Total Attachments: 4

source=beveragemanagment#page1.tif

source=beveragemanagment#page2.tif

source=beveragemanagment#page3.tif

source=beveragemanagment#page4.tif

TRADEMARK RELEASE

TRADEMARK RELEASE, effective as of this 2nd day of May, 2006, given by JPMORGAN CHASE BANK, N.A. (f.k.a. JPMorgan Chase Bank), as Collateral Agent ("Agent") with principal offices at 712 Main Street, Houston, TX 77002, to Beverage Management, Inc., a Michigan corporation ("Grantor"), with principal offices at 2304 Century Center Boulevard, Irving, TX 75062, as follows:

WITNESSETH

WHEREAS, the Grantor has heretofore granted to the Agent a security interest in certain U.S. trademarks, trademark registrations and trademark applications more particularly set forth on Schedule A attached hereto (the "Marks") to secure the Obligations (as defined in that certain Security Agreement, dated as of December 19, 2003, between the Agent and the Grantor (the "Security Agreement")); and

WHEREAS, the Agent wishes to release and restore all right, title and interest in and to the Marks to the Grantor and to dissolve any and all Liens and encumbrances respecting the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Agent hereby releases, discharges, quit claims and relinquishes unto the Grantor the security interest in the Trademarks set forth on Schedule A granted to Agent by the Grantor pursuant to the Security Agreement, which security interest was duly recorded on February 10, 2004, at Reel 002913, Frame 0392 in the United States Patent and Trademark Office.

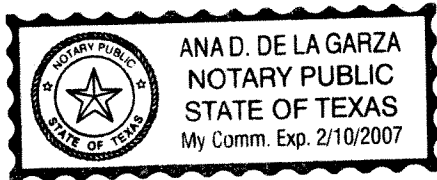
IN WITNESS WHEREOF, the undersigned, by and through its authorized officer,
has caused this instrument to be executed under seal on the date first written above.

JPMORGAN CHASE BANK, N.A. (f.k.a.
JPMorgan Chase Bank), as Collateral Agent

By RAM
Name:
Title: **ROBERT L. MENDOZA
VICE PRESIDENT**

~~STATE OF NEW YORK~~)
~~COUNTY OF NEW YORK~~) ss.:
TEXAS
HARRIS

On this 28th day of ~~May~~ *April*, 2006, before me personally appeared Robert Mendoza of JPMORGAN CHASE BANK, N.A. (f.k.a. JPMorgan Chase Bank), described herein and which executed the foregoing instrument and that he/she signed his/her name thereto pursuant to the authority granted by JPMORGAN CHASE BANK, N.A. (f.k.a. JPMorgan Chase Bank).



Ana D. De La Garza
Notary Public

SCHEDULE A

Trademarks

Mark	Application No.	Filing Date	Registration No.	Issue Date
50/50 (and design)	72/023,721	07-31-57	675,316	3-10-59
CHERIKEE RED	72/333,685	7-28-69	895,136	7-21-70
COTTON CLUB (stylized)	71/345,266	12-22-33	311,830	4-10-34
COTTON CLUB QUI-9	71/658,069	12-16-53	620,587	1-31-56
DANISH CRÈME	73/802,242	5-25-89	1,578,003	1-16-90
FIFTY FIFTY (and design)	71/552,159	3-17-48	519,230	12-27-49
HILL BILLY JOOSE	72/397,879	7-21-71	985,693	6-4-74
MISCELLANEOUS ORCHESTRA DESIGN	71/676,388	11-10-54	616,934	11-29-55
TROPICAL DELITE	72/334,211	8-1-69	952,173	1-30-93