

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
First Ireland Spirits Company Limited		01/16/2006	LIMITED LIABILITY COMPANY: IRELAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Albertson's, Inc.		
<b>Street Address:</b>	250 E. Parkcenter Boulevard		
<b>City:</b>	BOISE		
<b>State/Country:</b>	IDAHO		
<b>Postal Code:</b>	83706		
<b>Entity Type:</b>	CORPORATION: IDAHO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2042492	O CONNOR'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(503)595-5301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(503) 595-5300		
<b>Email:</b>	ptotmdocket@klarquist.com		
<b>Correspondent Name:</b>	Lisa M. Caldwell, Esq.		
<b>Address Line 1:</b>	121 SW Salmon Street		
<b>Address Line 2:</b>	One World Trade Center, Suite 1600		
<b>Address Line 4:</b>	Portland, OREGON 97204		
<b>ATTORNEY DOCKET NUMBER:</b>	7347-72253-01/LMC		
<b>NAME OF SUBMITTER:</b>	Lisa M. Caldwell		
<b>Signature:</b>	/Lisa M. Caldwell/		

CH \$40.00 2042492

Date:

01/20/2006

**Total Attachments: 2**

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ASSIGNMENT

WHEREAS, First Ireland Spirits Company Limited, an Ireland limited liability company, having a place of business at Mountrath Road, Abbeyleix, County Laois, Ireland is the owner of the mark O' CONNOR'S and the corresponding federal registration of the same, United States Trademark Registration No. 2,042,492, registered March 4, 1997, (collectively referred to herein as The Mark).

WHEREAS, Albertson's, Inc., a Delaware corporation, having offices at 250 E. Parkcenter Blvd., Boise, Idaho 83706, is desirous of acquiring The Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, First Ireland Spirits Company Limited does hereby sell, assign, transfer and set over unto Albertson's, Inc. all rights, title, and interest in and to The Mark, together with the goodwill of the business symbolized by The Mark pertaining to the United States of America;

First Ireland Spirits Company Limited represents and warrants that there are no outstanding assignments, grants, licenses, encumbrances, obligations, liens, security interests or agreements, written, oral or implied, inconsistent with this Assignment for the United States of America.

THIS ASSIGNMENT dated and effective as of 16 JANUARY 2006.

FIRST IRELAND SPIRITS COMPANY LIMITED

Date: 16 JANUARY 2006

By: Aidan Tallon

Name: AIDAN TALLON

Title: DIRECTOR

NOTARIZATION

Affirmed, declared and sworn this 10TH day of JANUARY, 2006

by the said AIDAN TALLON whom I personally know for        years,

(~~or~~ who has been identified to me by John Sheridan, whom I personally know for

20 years, and who has personally known Aidan Tallon for

7 years at Kells, County Meath, Ireland

before me

(Full address where affidavit is being sworn)

MARTIN S. KEAVENY a NOTARY public

(Full name in block letters)

(insert qualification)

Signature: Martin S. Keaveny

AFFIX  
STAMP