

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Superior Wines and Liquors, Inc.		02/20/2013	CORPORATION: MISSOURI
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	
Serial Number:	85083502		
CORRESPONDENCE DATA			
Fax Number:	3126165700		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-616-5600		
Email:	lsaviano@leydig.com		
Correspondent Name:	Claudia W. Stangle		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson Ave		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6731		
ATTORNEY DOCKET NUMBER:	277416		
NAME OF SUBMITTER:	Claudia W. Stangle		
Signature:	/Claudia W. Stangle/		

Date:

02/25/2013

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into as of February 20, 2013 (this "Assignment") by Superior Wines and Liquors, Inc., a Missouri corporation with its principal office at 14911 Quorum Drive, Suite 400, Dallas, Texas 75254 ("Assignor"), and Jim Beam Brands Co., a Delaware corporation with its principal office at 510 Lake Cook Road, Deerfield, Illinois 60015 ("Assignee").

In consideration of the mutual agreements contained in this assignment and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the Assignor and Assignee agree to the following:


1. **Trademark.** Trademark means the trademark identified in Schedule A, attached hereto.
2. **Assignment.** Assignor owns the Trademark and wishes to sell and assign the Trademark to Assignee. Assignee is the successor-in-interest to that portion of Assignor's business to which the Trademark pertains and wishes to purchase and acquire the Trademark from Assignor. Accordingly, Assignor hereby sells, assigns, conveys, grants and transfers to Assignee the following:
  - a. Assignor's entire right, title and interest in and to the Trademark, whether or not registered or issued as of the date of this Assignment, and any and all renewals and extensions (or any legal equivalent), together with all goodwill associated with the Trademark.
  - b. All claims, demands and rights or action, both statutory and based upon common law, that Assignor has or might have by reason of any infringement (or any related claims including, but not limited to, dilution, unfair competition or passing off) of any Trademark which occurred prior to, on or after the date of this Assignment, together with the right to prosecute such claims, demands and rights of action in Assignee's own name; and
  - c. All rights corresponding to the Trademark, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.
3. **Costs.** Assignor and Assignee shall bear their own legal advisor costs, if any. Costs and expenses relating to this Assignment and any official fees or costs in relation to the recordal of this Assignment shall be borne by the Assignee.
4. **Further Assurance.** Assignor agrees that it shall do, execute, acknowledge and deliver all agreements, instruments, or notices as may be reasonably requested by Assignee to further effect and evidence the transactions contemplated.


5. **Enforceability.** If any provision of this Assignment shall be invalid or unenforceable, in whole or in part, or as applied to any circumstance, under the laws of any jurisdiction which may govern for such purpose, then such provision shall be deemed to be modified or restricted to the extent and in the manner necessary to render the same valid and enforceable, either generally or as applied to such circumstance, or shall be deemed excised from this Assignment, as the case may require, and this Assignment shall be construed and enforced to the maximum extent permitted by law as if such provision had been originally incorporated in this Assignment as so modified or restricted, or as if such provision had not been originally incorporated in this Assignment, as the case may be.
6. **Amendment.** This Assignment may be amended or supplemented only by an instrument in writing signed by Assignor and Assignee.
7. **GOVERNING LAW.** EXCEPT TO THE EXTENT OTHERWISE EXPRESSLY PROVIDED IN THIS ASSIGNMENT, THIS ASSIGNMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE STATE OF ILLINOIS, WITHOUT GIVING EFFECT TO ITS PRINCIPLES OF CONFLICT OF LAWS.
8. **Counterparts.** This Assignment may be executed in counterparts, each of which shall be deemed an original, but which together shall constitute one and the same assignment.
9. **Successors and Assigns.** This Assignment shall be binding upon and inure to the benefit of the parties and their respective successors and permitted assigns.

IN WITNESS WHEREOF, each of Assignor and Assignee has caused this Assignment to be executed as of the date first written above.

Assignor (Superior Wines and Liquors, Inc.)

Assignee (Jim Beam Brands Co.)

Sign:   
 Print: Alan N. Greenspan  
 Title: EVP and General Counsel

Sign:   
 Print: Chris Bawler  
 Title: V.P. - Com Whiskey

**SCHEDULE A**

Trademark Assignment

by

Superior Wines and Liquors, Inc. and Jim Beam Brands Co.

**Trademark**

**TRADEMARK**

**COUNTRY**

**APPLICATION/  
REGISTRATION  
NUMBER**

U.S.A.

85/083502

