

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
White Rock Distilleries, Inc.		09/30/2011	CORPORATION: MAINE
RECEIVING PARTY DATA			
Name:	Sazerac Company, Inc.		
Street Address:	3850 N. Causeway Blvd		
Internal Address:	Suite 1695		
City:	Metairie		
State/Country:	LOUISIANA		
Postal Code:	70002		
Entity Type:	CORPORATION: LOUISIANA		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	1823079	CHATEAU MONET	
Registration Number:	3548761	E DOLCE AMARETTO	
Registration Number:	1819150	FIRE WATER	
Registration Number:	1987461	GOLD RUSH	
Registration Number:	0705328	ICE BOX	
Registration Number:	1840805	KAPALI	
Registration Number:	2488697	TORTILLA	
Registration Number:	2402556	LA BELLE ORANGE	
Serial Number:	77915858	THE NOT SO PROPER TEA	
CORRESPONDENCE DATA			
Fax Number:	(617)937-2400		
Phone:	6179372418		
Email:	aanderson@cooley.com		

CH \$240.00 1823079

900203700

**TRADEMARK
 REEL: 004635 FRAME: 0167**

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Anna Anderson c/o Cooley LLP
Address Line 1: 777 6th Street, N.W.
Address Line 2: Suite 1100
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER:	304566-129
NAME OF SUBMITTER:	Anna Anderson
Signature:	/Anna Anderson/
Date:	10/04/2011

Total Attachments: 4

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into as of September 30, 2011 between White Rock Distilleries, Inc., a Maine corporation, having an address of 21 Saratoga Street, Lewiston, Maine 04241 ("Assignor"), and Sazerac Company, Inc., a Louisiana corporation, having an address at c/o Buffalo Trace Distillery, 113 Great Buffalo Trace, Franklin County, Kentucky 40601 ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the marks set forth at Exhibit A (collectively, the "Marks");

WHEREAS, Assignor and Assignee have entered into an Asset Purchase & Sale Agreement, dated contemporaneously herewith ("Asset Purchase Agreement"), in which Assignor has agreed to sell and transfer to Assignee all right, title and interest in and to the Marks; and

WHEREAS, Assignor therefore wishes to assign the entire rights, title and interest in and to the Marks and the goodwill associated therewith to Assignee, and Assignee desires to accept the Marks and the goodwill associated therewith.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Marks, together with the goodwill associated therewith, including without limitation, all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith, and all registrations and applications for the Marks, including those set forth at Exhibit A.


2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

3. In the case of any conflict between the terms of this Assignment and the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall govern.

[Signature Page to Follow]

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:

~~White Rock Distilleries Inc.~~
By: 
Name: _____
Title: _____

ASSIGNEE:

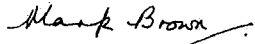
SAZERAC COMPANY, INC.
By: 
Name: Mark Brown
Title: President / CEO

EXHIBIT A TO TRADEMARK ASSIGNMENT AGREEMENT

Trademarks:





Mark	Goods
ADAMS	Canadian Whisky
BARBAROSSA	Spiced and White Rums
BLARNEY IRISH CREAM	Irish Cream Liqueur
CHATEAU MONET	Black Raspberry Liqueur
CHATEAU POMARI	Pomegranate Liqueur
CHILA	Coffee Liqueur
DESERT ISLAND	Pre-Mixed Cocktails
E DOLCE AMARETTO	Amaretto Liqueur
FIRE WATER	Cinnamon Schnapps
FRANCESCA	Hazlenut Liqueur
GALENS	Domestic Vodka
GOLD RUSH	Cinnamon Schnapps Liqueur
ICE 101	Peppermint Schnapps Liqueur
ICE BOX	Pre-Mixed Cocktail Liqueurs
KAPALI	Coffee Liqueur
KOLOMYKA	Domestic Vodka
LA BELLE ORANGE	Liqueur
LAWRENCE	Domestic Vodka, Gin Whisky and Pre-Mixed Cocktails
LITTLE SYD'S	Pre-Mixed Cocktail Liqueurs
MAUI	Rum and Schnapps
MCGUIRES	Irish Cream Liqueur
MELCHER	Canadian Whisky
MOUNT ROYAL	Canadian Whisky
NEW YORK BRANDS	Pre-Mixed Cocktail Liqueurs
NICK'S	Egg Nog Liqueur
OLD TOM'S	Egg Nog Liqueur
PICCALA	Coffee Liqueur
RYAN'S	Irish Cream Liqueur
SAMBALLA	Licorice Liqueur
ST. NICK'S	Egg Nog Liqueur
SWEET CAROLINA	Flavored Domestic Vodka
SWEET MAGNOLIA	Flavored Domestic Vodka
THE NOT SO PROPER TEA	Flavored Vodka - Pending Appl. Ser. No. 77/915,858
TORTILLA TEQUILA	Tequila and Tequila Liqueurs

Registered Trademarks:

Mark	Appl. No.	Appl. Date	Reg. No.	Reg. Date
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CHATEAU MONET	74354054	01 Feb 1993	1823079	22 Feb 1994
E DOLCE AMARETTO	77105975	13 Feb 2007	3548761	23 Dec 2008
FIRE WATER	74354049	01 Feb 1993	1819150	01 Feb 1994
GOLD RUSH	74479346	13 Jan 1994	1987461	16 Jul 1996
ICE BOX	72063157	25 Nov 1958	0705328	04 Oct 1960
KAPALI	74354048	01 Feb 1993	1840805	21 Jun 1994
TORTILLA	75755798	20 Jul 1999	2488697	11 Sep 2001
LA BELLE ORANGE	75529770	3 Aug 1998	2402556	7 Nov 2000

Canadian Registered Trademarks:

Mark	Appl. No.	Appl. Date	Reg. No.	Reg. Date
ADAM'S	0179902	1 Aug 1941	UCA15395	1 Aug 1941
ADAMS PRIVATE STOCK	0318816	8 Jan 1969	TMA166679	5 Dec 1969
ANTIQUE	0638465	14 Aug 1989	TMA371940	10 Aug 1990
ADAMS ANTIQUE & DESIGN 	0623593	23 Jan 1989	TMA366299	2 Mar 1990
ADAMS DOUBLE DISTILLED & DESIGN 	0497505	18 Jan 1983	TMA284589	4 Nov 1983
KOLOMYKA	0357135	20 Sept 1972	TMA193166	3 Aug 1973
MELCHERS	0159054	2 Sept 1932	TMDA56121	13 Jan 1933
VERY MILD	0487190	20 May 1982	TMA344631	9 Sept 1988
MELCHERS SPECIAL MILD	0494518	5 Nov 1982	TMA290932	11 May 1984
MELCHERS M 	0396023	23 Mar 1976	TMA221866	15 Jul 1977
	0396022	23 Mar 1976	TMA221865	15 Jul 1977