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Alison Lundergan Grimes  
KY Secretary of State  
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**Commonwealth of Kentucky**  
**Alison Lundergan Grimes, Secretary of State**

Alison Lundergan Grimes  
Secretary of State  
P. O. Box 718  
Frankfort, KY 40602-0718  
(502) 564-3490  
<http://www.sos.ky.gov>

**Renewal Certificate of  
Assumed Name**

**REN**

This certifies that the assumed name of

**JACK DANIEL'S MERCHANDISE COMPANY**

is hereby renewed by

**BROWN-FORMAN CORPORATION**

a business entity organized and existing in the state of Delaware.

**Signatures**

**Signature**

**Title**

**Date**

Carolyn W Lambert  
Assistant Vice President, Assistant General Counsel  
12/21/2012 3:40:14 PM

