



PRO 5-22-98

06-17-1998

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Form PTO-1504 REC
1-31-92



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of Patent

100741036

Send original documents or copy hereof.

1. Name of conveying party(ies):
Anheuser-Busch Incorporated
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Missouri
 Other _____
 Additional name(s) of conveying party(ies) attached Yes No

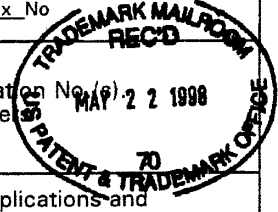
2. Name and address of receiving party(ies):
 Name: Carlsberg A/S
 Address: _____
Ny Carlsberg Vej 100
DK-1799 Copenhagen V, Denmark
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Denmark
 Other _____

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
 Execution Date: November 1, 1997

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & addresses attached?
 Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 Additional Numbers attached? Yes No

B. Trademark Registration No.(s) 2 2 1998
1,331,166 and others
 Additional Numbers attached? Yes No



5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: David Ehrlich
 Internal Address: Fross Zelnick Lehrman & Zissu, P.C.
 Street Address: 633 Third Ave.
 City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 10
 7. Total fee (37 CFR 3.41) \$265.00
 Enclosed
 Authorized to be charged to deposit account
 (Only if total fee is not sufficient)
 8. Deposit account number:
23-0825-0576900
 (Attach duplicate copy of this page if paying by deposit account)

06/16/1998 SMITH 00000024 1331166
 OF FC:481 40.00 DP
 OF FC:482 225.00 DP

DO NOT USE THIS SPACE

9. Statement and signature.
 To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
David Ehrlich [Signature] 5/22/98
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet:

OMB No. 0651-0011 (exp. 4/94)

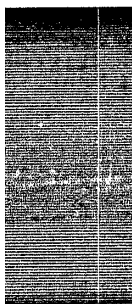
TRADEMARK
FZLZ File No.: CGP USA TT-98/03421
REF-1741-EP-A01-0587

SCHEDULE 1

| MARK | SERIAL NO. | REG. NO | GOODS |
|--|------------|-----------|---|
| CARLSBERG BEER LAGER BEER COPENHAGEN DENMARK & DESIGN | 73/408,969 | 1,331,166 | beer |
| CARLSBERG ELEPHANT & DESIGN | 73/246,614 | 1,196,395 | beer and malt liquor |
| CARLSBERG LIGHT | 73/679,903 | 1,509,493 | beer |
| CARLSBERG BEER & Design | 72/416,894 | 1,019,726 | beer, ale and porter |
| ELEPHANT | 72/346,221 | 906,899 | beer and malt liquor |
| CARLSBERG & Design | 72/038,590 | 673,626 | beer, ale, porter and stout |
| CARLSBERG & Design | 72/038,589 | 678,174 | carbonated soda water, quinine water, lemonade and grape tonic |
| CARLSBERG BEER & Design | 71/680,865 | 631,897 | beer |
| ELEPHANT RED | 74/623,136 | 1,942,766 | beer |
| ELEPHANT RED & Design | 74/623,355 | 1,944,099 | beer |

TRADEMARK
REEL: 1741 FRAME: 0662





TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this 1st day of November, 1997 by and between Anheuser-Busch, Incorporated, a Missouri corporation having a place of business at St. Louis, Missouri, U.S.A. (hereinafter "Assignor") and Carlsberg A/S, a Danish corporation having a place of business at Ny Carlsberg Vej 100, DK-1799 Copenhagen V, Denmark (hereinafter "Assignee").


WHEREAS, the Assignor has, in accordance with an agreement of August 30, 1985 with the Assignee, adopted and used the trademarks listed below in connection with the goods in the indicated class and for which it has obtained registrations in the United States Patent and Trademark Office, as shown on the attached Schedule 1.

WHEREAS, the Assignee desires to acquire from the Assignor all of its rights to said marks, together with the goodwill of the business with which said marks are used and which is symbolized by said marks.

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents sells, transfers, conveys, and assigns unto the Assignee its entire right, title and interest in and to the aforesaid marks and registrations, together with the right to recover for past infringements thereof, and the goodwill of the business in connection with which the aforesaid marks are used and which is symbolized thereby.

Executed this 1st day of November, 1997 to be effective as of such date.

ANHEUSER-BUSCH, INCORPORATED

By: 
Title: VP BRAND MGMT

65560.01\grt

TRADEMARK
REEL: 1741 FRAME: 0663



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| CARLSBERG & Design | 72/038,589 | 678,174 | carbonated soda water, quinine water, lemonade and grape tonic |
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| ELEPHANT RED & Design | 74/623,355 | 1,944,099 | beer |

RECORDED: 05/22/1998

TRADEMARK
REEL: 1741 FRAME: 0664