

06-24-1998



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6/9/98

Commissioner of Pate  
thereof

ord the attached original documents or copy

1. Name of conveying party(ies):

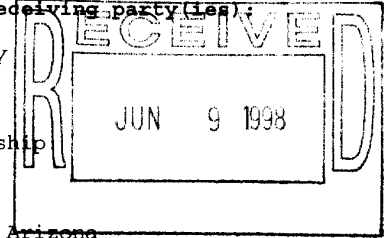
Piel Bros. Ltd.  
c/o Roger K. Metz  
140 So. Dearborn Street  
Chicago, Illinois 60603

- Individual(s)
- Association
- General Partnership
- Limited Partnership: Illinois
- Corporation-State:
- Other

2. Name and address of receiving party(ies):

The Stroh Brewery Company  
100 River Place  
Detroit, Michigan 48207

- Individual(s) citizenship
- Association:
- General Partnership:
- Limited Partnership:
- Corporation - State: Arizona
- (both companies)
- Other:



If assignee is not domiciled in the United States, a domestic representative designation is attached:

- Yes  No
- (Designations must be a separate document)
- Additional name(s) & address(es) attached?
- Yes  No

3. Nature of conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other: Recordation of the license agreement between Piel Bros. Ltd., (Licensor) and The Stroh Brewery Company (Licensee)

Execution Date: January 13, 1988

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

|           |         |
|-----------|---------|
| 1,934,848 | 515,926 |
| 1,020,037 | 511,338 |

Additional numbers attached?

Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed: 6. Total number of applications and registrations involved: four (4)

Michael D. Fishman  
Rader, Fishman & Grauer  
1533 North Woodward Avenue  
Suite 140  
Bloomfield Hills, Michigan 48304  
(248) 594-0600

7. Total fee (37 CFR 3.41).....\$115.00

Enclosed

Authorized to be charged to deposit account.

8. Deposit Account Number: 18-0013  
(Attach duplicate copy of this page if using deposit account)

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.

Michael D. Fishman  
Name

Signature

June 5, 1998  
Date

Total number of pages comprising cover sheet 2

06/23/1998 SSMITH 00000212 180013 1934848

01 FC:481 40.00 CH  
02 FC:482 75.00 CH  
R0028576

TRADEMARK  
REEL: 1744 FRAME: 0192

RECORD OF TRADEMARK LICENSE AGREEMENT  
Between PIEL BROS. LTD., Licensor ("Piel")  
and THE STROH BREWERY, Licensee ("Stroh")

On the 13<sup>th</sup> day of January, 1988 for legally sufficient consideration, Piel granted, with legally sufficient quality control, the exclusive worldwide, perpetual right and license to use the trademarks set forth below in connection with beverage products.

| <b>Mark</b>  | <b>Registration<br/>Number</b> | <b>Registration<br/>Date</b> |
|--|--------------------------------|------------------------------|
| PIELS MADE IN AMERICA 1883 -<br>A CENTURY OF EXCELLENCE 1983 | 1,934,848                      | 11/14/95                     |
| PIELS  | 1,020,037                      | 9/9/75                       |
| TROMMER'S WHITE LABEL<br>(Stylized Letters)                  | 515,926                        | 10/4/49                      |
| TROMMER'S (Stylized Letters)                                 | 511,338                        | 6/21/49                      |

R0028130