

06-24-1998

Sheet

6/9/98



Commissioner of Patent
thereof

100746696

d the attached original documents or copy

1. Name of conveying party(ies):

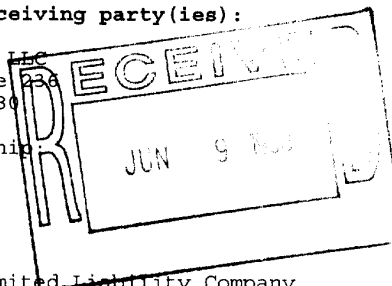
The Stroh Brewery Company
100 River Place
Detroit, Michigan 48207

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

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

Rheingold Brewing Company LLC
1771 Post Road East, Suite 236
Westport, Connecticut 06880

- Individual(s) citizenship
 - Association:
 - General Partnership:
 - Limited Partnership:
 - Corporation - State:
 - (both companies)
 - Other: Connecticut Limited Liability Company
- If assignee is not domiciled in the United States, a domestic representative designation is attached:



3. Nature of conveyance:

- Assignment
 - Security Agreement
 - Merger
 - Change of Name
 - Other: Recordation the license agreement between The Stroh Brewery Company (Licensor) and Rheingold Brewing Company LLC (Licensee)
- Additional name(s) & address(es) attached?
 Yes No

Execution Date: August 22, 1997

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

- A. Trademark Application No.(s)
 - B. Trademark Registration No.(s)
- 632,824
320,606

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

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

6. Total number of applications and registrations involved: two (2)

- 7. Total fee (37 CFR 3.41).....\$65.00 *E*
- 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]
Signature

June 5, 1998
Date

06/23/1998 SSMITH 00000211 180013 632824

Total number of pages comprising cover sheet 2

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TRADEMARK
REEL: 1744 FRAME: 0202

RECORD OF TRADEMARK LICENSE AGREEMENT
Between THE STROH BREWERY COMPANY., Licensor (“Stroh”)
and RHEINGOLD BREWING COMPANY LLC, Licensee (“Rheingold”)

On the 22nd day of August, 1997 for legally sufficient consideration, Stroh granted, with legally sufficient quality control, the exclusive worldwide, ninety-nine (99) year right and license to use the trademarks set forth below in connection with beverage products.

Mark	Registration Number	Registration Date
RHEINGOLD	632,824	8/14/56
RHEINGOLD	320,606	1/1/35

R0028178