

02-10-1999

FORM PTO-1584  
1-31-92



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings

100962516

To the Honorable Commissioner of Patents and Trademarks, original documents or copy thereof.

1. Name of conveying party(ies):  
Busch Agricultural Resources, Inc  
MRO 2-5-99

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):  
 Name: Anheuser-Busch, Incorporated  
 Internal Address: One Busch Place-202/6  
 Street Address: One Busch Place  
 City: St. Louis State: MO ZIP: 63118

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Missouri \_\_\_\_\_  
 Other \_\_\_\_\_

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) & address(es) attached?  Yes  No

3. Nature of conveyance: 22

Assignment                               Merger  
 Security Agreement                       Change of Name  
 Other \_\_\_\_\_

Execution Date: 1/28/99

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)

B. Trademark registration No.(s)  
1,810,175

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Cindy McKeehan  
 Internal Address: One Busch Place-202/6  
 Street Address: Anheuser-Busch Companies  
One Busch Place  
 City: St. Louis State: MO ZIP: 63118

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41):..... \$ 40.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
01-2050  
 (Attach duplicate copy of this page if paying by 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.*

Cindy McKeehan                      Cindy McKeehan                      2-4-99  
 Name of Person Signing                      Signature                      Date

Total number of pages comprising cover sheet: 1

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

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
 Box Assignments  
 Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK

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## ASSIGNMENT OF TRADEMARKS

This Assignment is made this 28 day of JANUARY, 1999, by BUSCH AGRICULTURAL RESOURCES, INC., a Delaware corporation having a place of business at 1010 Market Street, St. Louis, Missouri 63101 (hereinafter "ASSIGNOR"), to ANHEUSER-BUSCH, INCORPORATED, a Missouri corporation having a place of business at One Busch Place, St. Louis, Missouri 63118 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademarks, U.S. trademark registration, service marks, titles, names and trade names identified in the attached Schedule A (hereinafter the "MARKS"); and

WHEREAS, ASSIGNOR has adopted and is using the MARKS in the attached Schedule A; and

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of ASSIGNOR'S right, title and interest in and to the MARKS, together with the goodwill of the business appurtenant thereto and symbolized thereby, and in and to all rights under said MARKS.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, sell, transfer, grant and convey to ASSIGNEE, its successors and assigns, all of ASSIGNOR'S right, title and interest in and to the MARKS including without limitation all common law rights associated with the MARKS and any and all components, derivatives and variations thereof that incorporate or comprise the term "Busch", together with the goodwill of the business appurtenant thereto and symbolized thereby and the right to sue and recover damages for past infringements thereof.

ASSIGNOR binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to ASSIGNEE, its successors and assigns, any further documents or instruments and to perform any and all further



SCHEDULE A

Trademarks, Trademark Registration, Service Marks, Titles, Names and Trade  
Names

BUSCH

BUSCH AGRICULTURAL RESOURCES

BARI

BUSCH AGRICULTURAL, including without limitation U.S. Trademark  
Registration No. 1,810,175, registered December 7, 1993, for "BUSCH  
AGRICULTURAL" in International Class 31