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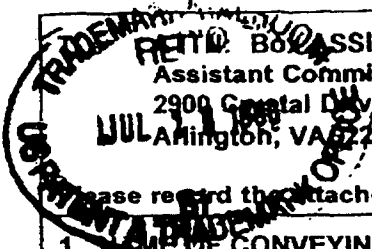
03-22-1999

No. T-4191.73 (OPP1) (T-4151.166)



100990954

7/18/96



RETD. BOY ASSIGNS/FEE  
Assistant Commissioner of Trademark  
2900 Capital Drive  
Lynchburg, VA 22202-3513

Please regard the attached original document(s) or copy(ies) thereof.

MRD 3.5.99

1. NAME OF CONVEYING PARTY(IES):

Unimark, Inc. (Kansas corporation)

ADDITIONAL NAME(S) OF CONVEYING PARTIES ATTACHED?  YES  NO

2. NAME AND ADDRESS OF RECEIVING PARTY(IES):

Pabst Brewing Company (Delaware corporation)  
312 Pearl Parkway  
P.O. Box 1661  
San Antonio, Texas 78295

If assignee is not domiciled in the United States, a domestic representative designation is attached.  YES  NO

(Designation must be a separate document from Assignment.)

ADDITIONAL NAME(S) AND ADDRESS(ES) ATTACHED?  YES  NO

3. NATURE OF CONVEYANCE:

Assignment executed June 4, 1996



4. APPLICATION NUMBER(S) OR PATENT NUMBER(S):

03-05-1999

A. Trademark Application No.(s): 74/569, 740 filed September 2, 1994 for "PABST"

B. Trademark Registration

U.S. Patent & TMO/6/TM Mail Rcpt Dt. #70

Additional numbers attached?  Yes  No

Additional numbers attached?  Yes  No

5. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED:

NAME: William B. Nash  
INTERNAL ADDRESS: Gunn, Lee & Miller, PC  
STREET ADDRESS: 300 Convent Street, Suite 1650  
CITY: San Antonio  
STATE: Texas ZIP CODE: 78205

6. TOTAL NUMBER OF APPLICATIONS AND REGISTRATIONS INVOLVED: 1 (\$40.00 first/\$25.00 add'l)

7. TOTAL FEE (37 CFR 3.41): \$40.00  
 Enclosed  
 Authorized to Charge Account No. 07-2400.

8. DEPOSIT ACCOUNT NUMBER 07-2400. (Attach duplicate copy of this form 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.

William B. Nash  
WILLIAM B. NASH

July 18, 1996  
DATE

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TRADEMARK

REEL: 1484 FRAME: 0111

TRADEMARK

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ASSIGNMENT

WHEREAS, Unimark, Inc., a Kansas corporation, having its principal offices at 9400 Reeds Road, Overland Park, Kansas, has adopted, used, is using, and is the owner of the following trademark and pending United States trademark application: Application Serial No. [redacted] filed September 2, 1994, for PABST in International Class 9 for "computer programs for use in operating bar code printers."

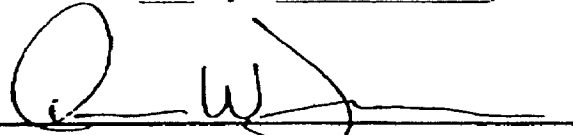
WHEREAS, Pabst Brewing Company, a Delaware corporation ("Assignee"), is desirous of obtaining the entire right, title and interest in, to and under the same trademark and the said application:

NOW, THEREFORE, in consideration of the sum of Five Thousand Five Hundred and no/100 Dollars (\$5,500.00) to the said ASSIGNOR in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said ASSIGNOR do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said trademark(s), and the said United States application and all trademarks of the United States which may be granted thereon, and all renewals or reissues thereof; and all applications for trademarks which may hereafter be filed for said mark in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Trademark Laws of the United States or any international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; together with the goodwill of the business symbolized by the trademark and said applications to register said trademark; and any and all causes of action thereto that may have heretofore accrued in ASSIGNOR's favor.

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue trademarks, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

IN TESTIMONY WHEREOF, I hereunto set our hands and seal this 4th day of June, 1996.



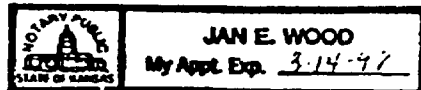
Name: Dean W. Lawrence  
Title: President and Chief Executive Officer

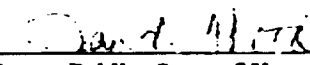
STATE OF KANSAS §  
§  
COUNTY OF WINNECUMBI §

BEFORE ME, the undersigned authority, on this day personally appeared Dean W. Lawrence in his capacity as President/CEO of Unimark, known to me to be the person of that name, who signed the foregoing instrument, and acknowledged that he executed the foregoing on behalf of said Assignor and pursuant to authority duly received.

GIVEN under my hand and seal of office this 4th day of June, 1996.

(Notary Seal)



  
Notary Public, State of Kansas  
Jan E. Wood  
Printed Name of Notary  
Commission Expires 3-14-97

TRADEMARK

REEL: 1484 FRAME: 0182

TRADEMARK

REEL: 1864 FRAME: 0577

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RECORDED: 07/18/1996

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