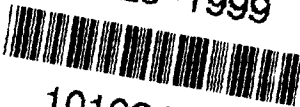


04-29-1999



101024378

Commissioner of Patents and Trademarks: Please record this document or copy thereof

99
M.D. 4.20.99

1. Name of conveying party(ies):

The Stroh Brewery Company
100 River Place
Detroit, Michigan 49707

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

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

Big Hole Brewing Company
2645 Robindale Lane
Bloomfield Hills, Michigan 48302

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 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)

Execution Date: April 5, 1999

Additional name(s) & address(es) attached?
 Yes No

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

A. Trademark Application No. (s)
75/077,430

B. Trademark Registration No. (s)

Additional numbers attached?

Yes No

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

Michelle L. Visser
Rader, Fishman & Grauer
1533 North Woodward Avenue
Suite 140
Bloomfield Hills, Michigan 48304
(248) 5940-0630

6. Total number of applications and registrations involved: One (1)

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

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.

14/27/1999 DMGUYEN 00000390 180013 75077430

1 FC:481

(40.00 CH)

Michelle L. Visser

Michelle L. Visser
Name

Signature

April 16, 1999
Date

Total number of pages comprising cover sheet 3

R0051164

TRADEMARK ASSIGNMENT

WHEREAS, THE STROH BREWERY COMPANY, an Arizona corporation at 100 River Place, Detroit, Michigan 48207 ("Assignor"), is owner of the entire right, title and interest in and to U.S. Trademark Application No. 75/077,430 for HEADSTRONG filed March 22, 1996 and any and all rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the business in which the mark is used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof; and

WHEREAS, BIG HOLE BREWING COMPANY, a Montana corporation, at 2645 Robindale Lane, Bloomfield Hills, Michigan 48302 ("Assignee"), wishes to acquire the Trademark Rights.

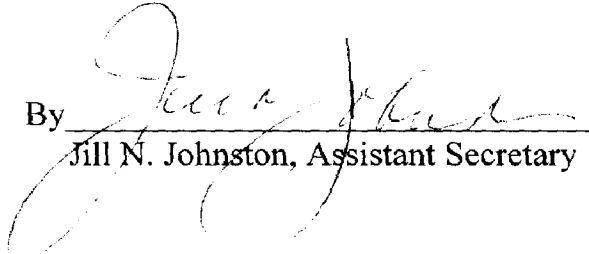
NOW, THEREFORE, in view of the payment of Ten Dollars and 00/100 (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY assign and transfer to Assignee any and all right, title and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents and take such further action as may be requested to vest in Assignee good, valid and marketable title to the Trademark Rights.

This Assignment and all terms hereof shall be binding upon and enure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment on the date set forth below.

Dated: April 5, 1999

By 
Jill N. Johnston, Assistant Secretary

STATE OF MICHIGAN)
) ss.
COUNTY OF WAYNE)

Subscribed and sworn to before me this 5th day of April, 1999.


ALINE M. STOKES

Notary Public, Oakland County, Michigan
My commission expires: 8-13-02

Aline M. Stokes
Notary for Oakland County, MI
"Acting in Wayne County, MI."
My Commission Expires 8-13-02

R0051198