FORM PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)

Tab settings ⇨ ⇨ ⇨ ▼

05-04-1999

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RECEIVED
APR 26 1999
U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner ... the attached original documents or copy thereof.

4.26.99 mod

1. Name of conveying party(ies):
Morgan Guaranty Trust Company of New York

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other Banking Organization

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

2. Name and address of receiving party(ies)

Name: The Stroh Brewery Company

Internal Address:

Street Address: 100 River Place

City: Detroit State: Michigan ZIP: 48207

☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State Arizona
☐ Other

If assignee is not domiciled in the United States, a domestic represetative 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:

☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other Statement of Release and Termination of Security Interest

Execution Date: April 22, 1999

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

A. Trademark Application No.(s)
SEE ATTACHED

B. Trademark Registration No.(s)
SCHEDULE A

Additional numbers attached? ☒ Yes ☐ No

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

Name: Chester Rothstein, Esq.

Internal Address:

AMSTER, ROTHSTEIN & EBENSTEIN

Street Address: 90 Park Avenue

City: New York State: NY ZIP: 10016

05/03/1999 DNGUYEN 00000184 70932

6. Total number of applications and registrations involved: 88

7. Total fee (37 CFR 3.41).....$2,265.00

☒ Enclosed

☐ Authorized to be charged to deposit account

8. Deposit account number:

01-1785

(Attach duplicate copy of this page if paying by deposit account)

01 FC:481 40.00 OP
02 FC:482 2225.00 OP

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.

Chester Rothstein
Name of Person Signing

Signature

April 26, 1999
Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments

Schedule A

	Trademark	Registration Number
1.	Stroh's	70,922
2.	Design	71,606
3.	Stroh's	519,767
4.	Stroh's Select Golden Amber	1,139,002
5.	Goebel	1,208,834
6.	Stroh's Light	
7.	Goebel's	
8.	Baron	857,152
9.	Beer Makes It Good. Schlitz Makes It Great.	1,128,407
10.	Brewlage	947,338
11.	The Brown Bottle	866,617
12.	Bull (Realistic Design)	1,203,815
13.	Cold Pro	876,836
14.	Don't Say Beer Say Bull	1,214,259
15.	Elite	857,153
16.	Encore	378,887
17.	Encore	945,900
18.	Erlanger	1,201,354

TRADEMARK
REEL: 1895 FRAME: 0267

19.	Erlanger Beraldic Crest Design	1,195,843
20.	Galena Street	861,770
21.	Go For It	1,180,423
22.	Gusto	1,088,270
23.	Heritage	870,203
24.	I'rish I Had A Schlitz	1,187,052
25.	Maltage	946,879
26.	Muehlebach	895,752
27.	Old M and Design	1,036,948
28.	Old Milwaukee	547,704
29.	Prima	616,321
30.	Primo	905,955
31.	Prost & Design	631,463
32.	Reno	1,228,675
33.	Scandia	858,051
34.	Scene One	863,246
35.	Shlitz, Rhomboid and Globe	52,011
36.	Schlitz, The Beer That Made Milwaukee Famous and Rhomboid	87,489
37.	Schlitz on Belted Globe	90,587
38.	Schlitz in script writing	122,537

TRADEMARK
REEL: 1895 FRAME: 0268

39.	Schlitz, Belted Globe & Rhomboid Composite Label	428,097
40.	Schlitz, Rhomboid and Globe Design	509,384
41.	Schlitz on Rhomboid Design	544,158
42.	Schlitz Belted Globe Design	550,821
43.	Schlitz Rhomboid and Globe	562,919
44.	Schlitz in block letters	866,540
45.	Schlitz & Bull's Head Design	820,875
46.	Tastes As Great As Its Name	982,322
47.	The Beer That Made Milwaukee Famous	592,276
48.	Tribute	1,157,704
49.	Vail	860,265
50.	Viking	690,652
51.	Don's Say Beer Say Bull	1,214,259
52.	Stroh's	70,922
53.	Design	71,606
54.	Stroh's	519,767
55.	Stroh's Select Golden Amber	1,139,002

TRADEMARK
REEL: 1895 FRAME: 0269

56.	Bull	Appl. No. 270,341
57.	Kuhlbrau	Appl. No. 235,125
58.	Beverwyck Irish Brand Cream Ale	507,795
59.	Bold Bull	1,329,954
60.	Bull (Word Mark)	1,270,156
61.	Foam	853,680
62.	Foam and Design	411,288
63.	Gunther and Design	632,822
64.	Gunther's	511,281
65.	Irish Brand Cream Ale Beverwyck Breweries Inc. and Design	513,250
66.	Irish Brand Cream Ale and Design	591,250
67.	Lion Crest Design	71,606
68.	Our Hand Has Never Lost Its Skill	742,475
69.	Party Bottles	856,675
70.	Schaefer	502,889
71.	Schaefer and Design	1,182,380
72.	Schaefer and Design	1,179,441
73.	Schaefer and Design	599,504
74.	Schaefer's America's Lager Beer Established 1842 and Design	701,096

TRADEMARK
REEL: 1895 FRAME: 0270

75.	Schaefer Circle of Sports	796,163
76.	Schaefer Irish Brand Cream Ale	591,513
77.	Schlitz Rocks America (Service Mark)	1,303,183
78.	Staypro and Design	828,718
79.	The Weekender	1,202,930
80.	WS-7 and Design	823,856
81.	Colorado Cooler	530,534
82.	Schlitz Rocks America	488,131
83.	Signature and Design	529,191
84.	Silver Thunder	538,614
85.	Silver Thunder and Design	543,544
86.	Stroh's (Ice Cream)	509,298
87.	Stroh's (Logo) (Ice Cream)	509,297
88.	White Mountain	515,774

TRADEMARK
REEL: 1895 FRAME: 0271

STATEMENT OF RELEASE AND
TERMINATION OF SECURITY INTEREST

WHEREAS, pursuant to the provisions of a Credit Agreement dated as of October 13, 1982, a $60,000,000 Credit Agreement dated as of April 1, 1983, and a $219,000,000 Credit Agreement dated as of April 1, 1983, and related agreements and documents as amended (hereinafter collectively, the "Credit Agreements") among THE STROH BREWERY COMPANY, an Arizona corporation, having its offices at 100 River Place, Detroit, Michigan 48207 (hereinafter "STROH"), MORGAN GUARANTY TRUST COMPANY OF NEW YORK, as Agent, a banking organization with offices formerly at 23 Wall Street, New York, New York 10002, and subsequently at 60 Wall Street, New York, New York 10260 (hereinafter "MORGAN"), and the banks listed therein (the "BANKS"), STROH granted to MORGAN as Agent, a security interest in all general intangibles to secure the payment and performance of the Obligations and Liabilities of STROH to MORGAN as described in said Credit Agreements;

WHEREAS, STROH has pledged and granted to MORGAN, as Agent, a security interest in the property described in the Security Agreement dated October 13, 1982 (the "Security Agreement");

WHEREAS, pursuant to (1) an Agreement dated as of October 11, 1982 and recorded in the United States Patent and Trademark Office at Reel 0426, Frame 464; (2) an Amendment and Restatement of Trademark Assignment dated as of April 1, 1983 and recorded in the United States Patent and Trademark Office at Reel 0442, Frame 644; and (3) an Amendment No. 2 to Amendment and Restatement of Trademark

Assignment dated September 30, 1985 and recorded in the United States Patent and Trademark Office at Reel 0508, Frames 659 (collectively the "Trademark Security Documents"), STROH confirmed the security interest under said Credit Agreements by granting a first priority perfected security interest to MORGAN on certain property, including but not limited to all trade names, trademarks, trademark applications, the registrations thereof and all license agreements now existing or hereafter issued by STROH, and all goodwill associated therewith, (collectively, the "Secured Property"); and

WHEREAS, MORGAN, as Agent and a Lender, represents that neither it nor, to the best of its knowledge, any Lender has sold, assigned, pledged or otherwise transferred or encumbered all or any part of its interest in the Secured Property, including but not limited to the Marks, and that it has the full power and authority to make this Release and Termination of Security Interest.

WHEREAS, STROH has fulfilled all its Obligations and Liabilities as described in said Credit Agreement and said Security Agreement and said Trademark Security Documents and MORGAN intends by this document to release any and all interest in the Secured Property.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, MORGAN does hereby confirm that it cancels, releases, terminates and no longer claims a security interest in or to the Secured Property or pursuant to the Credit Agreements or the Trademark Security Documents including but not limited to the trademarks set forth with their corresponding Registration and/or

TRADEMARK
REEL: 1895 FRAME: 0273

Application numbers on Schedule A annexed hereto and made a part hereof together with the trade names set forth on Schedule B annexed hereto and made a part hereof together with registrations and rights to all renewals thereof, and all license agreements now existing or hereafter issued by STROH with regard to the Secured Property, and further hereby does sell, assign and transfer and set over unto Stroh, its successors, legal representatives, and assigns the entire right, title and interest in, to and under the Secured Property as may have been conveyed by the above-mentioned Credit Agreements and/or Security Agreement and/or Trademark Security Documents.

AND MORGAN DOES HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States to issue the same to Stroh, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

MORGAN warrants and represents to STROH that it has taken no action to encumber the Marks or the Secured Property.

This Release and Termination of Security Interest shall be binding upon MORGAN and the BANKS and shall inure to the benefit of STROH, its successors and assigns.

IN WITNESS WHEREOF, MORGAN has caused these presents to be signed by its this 22 day of April, 1999.

MORGAN GUARANTY TRUST COMPANY
of New York, as Agent

By: _____
Richard A. Burke

Title: Vice President

TRADEMARK
REEL: 1895 FRAME: 0274

State of Delaware)
) ss.:
County of New Castle)

On this 22 day of April, 1999, before me personally appeared _____ Richard A. Burke, to me known, who, being by me duly sworn, did depose and say that he resides at _____, and that he is Vice President of Morgan Guaranty Trust Company of New York, the New York banking organization described in and which executed the foregoing instrument with full authority of the Board of Directors of said corporation, and that he signed his name thereto pursuant to such authority.

Bey Dulin Foster
Notary Public

TRADEMARK
REEL: 1895 FRAME: 0275

EXHIBIT A

Trademarks

Trademark		Registration Number	Registration Date	Goods
1.	STROH'S	70,922	10/13/08	Beer
2.	DESIGN	71,606	1/01/08	Beer, Brown Stout, Porter and Malt Extract
3.	STROH'S	519,767	1/10/50	Beer
4.	STROH'S SELECT GOLDEN AMBER	1,139,002	8/26/80	Beer
5.	GOEBEL	1,208,834	9/14/82	Beer
6.	STROH'S LIGHT			Beer
7.	GOEBEL			Beer
8.	GOEBEL'S			Beer

State of Michigan

Trademark		Renewal Date	Class
1.	STROH'S	2/15/76	48

Trade Names

1. STROH'S
2. THE STROH BREWERY COMPANY
3. GOEBEL
4. GOEBEL'S
5. STROH SIGNATURE

RECORDED
PATENT & TRADEMARK OFFICE

OCT 13 1982

REC 0426 FRAME 467
TRADE-MARK

EXHIBIT A

United States Trademark Registrations

Trademark	Reg. No.	Reg. Date
BARON	857,152	9/17/68
BEER MAKES IT GOOD. Schlitz MAKES IT GREAT	1,128,407	12/25/99
BREWLAGE	947,338	11/14/72
THE BROWN BOTTLE	866,617	3/11/69
BULL (Realistic Design)	1,203,815	8/3/2002
COLD PRO	876,836	9/16/69
DON'T SAY BEER SAY BULL	1,214,259	10/26/2002
ELITE	857,153	9/17/68
ENCORE	378,887	6/25/40
ENCORE	945,900	10/24/72
ERLANGER	1,201,354	7/13/82
Erlanger Heraldic Crest Design	1,195,843	5/18/2002
GALENA STREET	861,770	12/10/68
GO FOR IT	1,180,423	12/1/81
GUSTO	1,088,270	3/28/78
HERITAGE	870,203	5/27/69
I'RISH I HAD A SCHLITZ	1,187,052	1/19/2002
MALTLAGE	946,879	11/07/72

REEL 0442 FRAME 651

TRADE-MARK

Trademark	Reg. No.	Reg. Date
MUEHLEBACH	895,752	7/28/70
OLD M and Design	1,036,948	3/30/96
OLD MILWAUKEE	547,704	9/11/41
PRIMA	616,321	11/15/55
~~PRIMO~~	~~905,955~~	~~1/12/71~~
PROST & Design	631,463	7/24/56
RENO	1,228,675	2/22/83
SCANDIA	858,051	10/01/68
SCENE ONE	863,246	1/07/69
SCHLITZ, Rhomboid and Globe	52,011	5/01/8[illegible]
SCHLITZ, THE BEER THAT MADE MILWAUKEE FAMOUS and Rhomboid	87,489	7/16/92
SCHLITZ on Belted Globe	90,587	3/04/93
SCHLITZ in script writing	122,537	8/20/98
SCHLITZ, Belted Globe & Rhomboid Composite Label	428,097	3/11/87
SCHLITZ, Rhomboid and Globe Design	509,384	5/03/89
SCHLITZ on Rhomboid Design	544,158	6/19/91
SCHLITZ Belted Globe Design	550,821	11/13/91
SCHLITZ Rhomboid and Globe	562,919	8/19/92
SCHLITZ in block letters	866,540	3/11/89

TRADE-MARK
REEL 0442 FRAME 652

TRADEMARK
REEL: 1895 FRAME: 0278

Trademark	Reg. No.	Reg. Date
SCHLITZ & Bull's Head Design	820,875	12/20/86
TASTES AS GREAT AS ITS NAME	982,322	4/16/94
THE BEER THAT MADE MILWAUKEE FAMOUS	592,276	7/06/94
TRIBUTE	1,157,704	6/16/81
VAIL	860,265	11/12/68
VIKING	690,652	12/29/59
DON'S SAY BEER SAY BULL	1,214,259	10/26/82
STROH'S	70,922	10/13/08
DESIGN	71,606	1/01/08
STROH'S	519,767	1/10/50
STROH'S SELECT GOLDEN AMBER	1,139,002	8/26/80
GOEBEL	1,208,834	9/14/82
STROH'S LIGHT		
GOEBEL		
GOEBEL'S		

TRADE-MARK

REEL 0442 FRAME 653

PENDING APPLICATIONS

	Serial No.	Filing Date
BULL	270,341	7/16/80
KUHLBRAU	235,125	10/15/79

STATE OF MICHIGAN

Trademark	Renewal Date	Class
1. STROH'S	2/15/76	48

Trade Names

1. STROH'S
2. THE STROH BREWERY COMPANY
3. GOEBEL
4. GOEBEL'S
5. STROH SIGNATURE
6. STROH'S LIGHT
7. JOS. SCHLITZ BREWING COMPANY
8. OLD MILWAUKEE
9. OLD MILWAUKEE LIGHT
10. ERLANGER
11. SCHLITZ
12. SCHLITZ LIGHT
13. SCHLITZ MALT LIQUOR
14. PRIMO
15. ENCORE

REEL 0442 FRAME 654
TRADE-MARK
RECORDED
PATENT & TRADEMARK OFFICE
JUN 13 1983
COMMISSIONER OF PATENTS

TRADEMARK
REEL: 1895 FRAME: 0280

THE STROH BREWERY COMPANY

REEL 0503 FRAME 0285

United States Trademark Registrations

Trademark	Reg. No.	Reg. Date
BARON	857,152	9/17/68
BEER MAKES IT GOOD. Schlitz MAKES IT GREAT	1,128,407	12/25/79
BEVERWYCK IRISH BRAND CREAM ALE	507,795	3/22/49
THE BROWN BOTTLE	866,617	3/11/69
BOLD BULL	1,329,954	4/9/85
BULL (Word Mark)	1,270,156	3/13/84
BULL (Realistic Design)	1,203,815	8/3/82
COLD PRO	876,836	9/16/69
DON'T SAY BEER SAY BULL	1,214,259	10/26/82
ELITE	857,153	9/17/68
ENCORE	378,887	6/25/40
ENCORE	945,900	10/24/72
ERLANGER	1,201,354	7/13/82
Erlanger Heraldic Crest Design	1,195,843	5/18/82
FOAM	853,680	7/30/68
FOAM and Design	411,288	1/9/45
GALENA STREET	861,770	12/10/68
GOEBEL	1,208,834	9/14/82
GO FOR IT	1,180,423	12/1/81
GUNTHER and Design	632,822	8/14/56

TRADEMARK
REEL: 1895 FRAME: 0281

GUNTHER'S	511,281	6/21/49
GUSTO	1,088,270	3/28/78
HERITAGE	870,203	5/27/69
IRISH BRAND CREAM ALE BEVERWYCK BREWERIES INC. and Design	513,250	8/9/49
IRISH BRAND CREAM ALE and Design	591,512	6/15/54
I'RISH I HAD A SCHLITZ	1,187,052	1/19/82
LION CREST Design	71,606	12/1/08
MUEHLEBACH	895,752	7/28/70
OLD M and Design	1,036,948	3/30/76
OLD MILWAUKEE	547,704	9/11/51
OUR HAND HAS NEVER LOST ITS SKILL	742,475	12/18/82
PARTY BOTTLES	856,675	9/10/68
PRIMA	616,321	11/15/55
PRIMO	905,955	1/12/71
PROST & Design	631,463	7/24/56
RENO	1,228,675	2/22/83
SCANDIA	858,051	10/01/68
SCENE ONE	863,246	1/07/69
SCHAEFER	502,889	10/12/48
SCHAEFER and Design	1,182,380	12/15/81
SCHAEFER and Design	1,179,441	11/24/81
SCHAEFER And Design	599,504	12/14/54
SCHAEFER AMERICA'S LAGER BEER ESTABLISHED 1842 and Design	701,096	7/12/60

TRADEMARK
REEL: 1895 FRAME: 0282

SHAEFER CIRCLE OF SPORTS	796,163	9/14/65
SCHAEFER IRISH BRAND CREAM ALE	591,513	6/15/54
SCHLITZ, Rhomboid and Globe	52,011	5/01/06
SCHLITZ, THE BEER THAT MADE MILWAUKEE FAMOUS and Rhomboid	87,489	7/16/12
SCHLITZ on Belted Globe	90,587	3/04/13
SCHLITZ in Script	122,537	8/20/18
SCHLITZ, Belted Globe & Rhomboid Composite Label	428,097	3/11/47
SCHLITZ, Rhomboid and Globe Design	509,384	5/03/49
SCHLITZ on Rhomboid Design	544,158	6/19/51
SCHLITZ Belted Globe Design	550,821	11/13/51
SCHLITZ Rhomboid and Globe	562,919	8/19/52
SCHLITZ in block letters	866,540	3/11/69
SCHLITZ & Bull's Head Design	820,875	12/20/66
SCHLITZ ROCKS AMERICA (Service Mark)	1,303,183	10/30/84
STAYPRO and Design	828,718	5/16/67
STROH'S	70,922	10/13/08
STROH'S	519,767	1/10/50
STROH'S SELECT GOLDEN AMBER	1,139,002	8/26/80

TRADEMARK
REEL: 1895 FRAME: 0283

TASTES AS GREAT AS ITS NAME	982,322	4/16/74
THE BEER THAT MADE MILWAUKEE FAMOUS	592,276	7/06/54
TRIBUTE	1,157,704	6/16/81
VAIL	860,265	11/12/68
VIKING	690,652	12/29/59
THE WEEKENDER	1,202,930	7/27/82
WS-7 and Design	823,856	2/14/67

TRADEMARK
REEL: 1895 FRAME: 0284

REEL 1895 FRAME 0285

THE STROH BREWERY COMPANY

U.S. Trademark Applications

Trademark	Serial No.	Filing Date
BULL	270,341	7/16/80
COLORADO COOLER	530,534	4/4/85
SCHLITZ ROCKS AMERICA	488,131	7/2/84
SIGNATURE and Design	529,191	3/28/85
SILVER THUNDER	538,614	5/20/85
SILVER THUNDER and Design	543,544	6/17/85
STROH'S (Ice Cream)	509,298	11/19/84
STROH'S (Logo) (Ice Cream)	509,297	11/19/84
WHITE MOUNTAIN	515,774	12/31/84

The Stroh Companies, Inc.

TRADEMARK
REEL: 1895 FRAME: 0285

TRADE NAMES

1. STROH'S
2. THE STROH BREWERY COMPANY
3. GOEBEL
4. GOEBEL'S
5. STROH SIGNATURE
6. STROH LIGHT
7. JOS. SCHLITZ BREWING COMPANY
8. OLD MILWAUKEE
9. OLD MILWAUKEE LIGHT
10. ERLANGER
11. SCHLITZ
12. SCHLITZ LIGHT
13. SCHLITZ MALT LIQUOR
14. PRIMO
15. ENCORE
16. SILVER THUNDER
17. WHITE MOUNTAIN COOLER
18. SCHAEFER
19. SCHAEFER LOW ALCOHOL
20. COLORADO COOLER COMPANY
21. GREAT NORTHERN IMPORTS, LTD.

RECORDED
PATENT & TRADEMARK OFFICE
OCT 18 1985