

06-23-1999

FORM PTO-1594

U.S. DEPARTMENT OF COMMERCE

1-31-92

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3R SHEET

Patent and Trademark Office

101075157

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

MD 6-16-99

1. Name of conveying party(ies): Strategic Brands, Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- XX Corporation-State- Pennsylvania
- Other _____

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

3. Nature of conveyance:

- XX Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Execution Date: June 3, 1999

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

Name: Premium Beverage Packers, Inc
 Internal Address: 1090 Spring Street
 Street Address: 1090 Spring Street
 City: Wyomissing State: PA ZIP: 19610

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- XX Corporation-State Pennsylvania
- 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

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,776,022

1,882,419

Additional numbers attached? Yes No

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

Name: EUGENE E. RENZ, JR.

Internal Address: P.O. BOX 2056
205 N. MONROE STREET
MEDIA, PA 19063

Street Address: P.O. BOX 2056
205 N. MONROE STREET

City: MEDIA State: PA ZIP: 19063

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6. Total number of applications

and registrations involved:

7. Total fee (37 CFR 3.41):.....\$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account number:

18-0990

(Attached 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.

Name of Person Signing
Eugene E. Renz, Jr., Esquire #19,550

Signature

Date

June 14, 1999

Total number of pages comprising cover sheet:

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patents and Trademarks
 Box Assignments
 Washington, DC 20231

TRADEMARK
 REEL: 001916 FRAME: 0852

TRADEMARK ASSIGNMENT

WHEREAS, Strategic Brands, Inc., a Pennsylvania corporation having its principal place of business at **1090 Spring Street, Wyomissing, Pennsylvania 19610** (hereinafter referred to as "**ASSIGNOR**") is the owner of certain trademark rights in the United States to trademarks listed on attached **SCHEDULE "A"**; and

WHEREAS, Premium Beverage Packers, Inc. a Pennsylvania corporation having its principal place of business at **1090 Spring Street, Wyomissing, Pennsylvania 19610** (hereinafter referred to as "**ASSIGNEE**"), desires to purchase said trademark rights;

NOW, THEREFORE, THIS IS TO WITNESS, that in consideration of the sum of One Dollar (\$1.00) paid to **ASSIGNOR** by **ASSIGNEE**, the receipt of which is hereby acknowledged, and for other good and valuable consideration:

1. **ASSIGNOR** hereby sells, assigns and sets over unto **ASSIGNEE**, its successors and assigns, the entire right, title and interest in and to the registered marks listed on **SCHEDULE "A"** attached, together with the good will of the business in connection with which said trademarks are used.

2. **ASSIGNOR** hereby sells, assigns and sets over unto **ASSIGNEE**, its successors and assigns, any and all claims, demands or rights of action which it has or might have by reason of any infringements of said trademarks prior to the date of this Assignment, together with the right to prosecute such claims, demands or rights of action in **ASSIGNEE**'s own name.

3. **ASSIGNOR** hereby agrees to execute and deliver to **ASSIGNEE** such instruments and documents as shall be required to confirm in **ASSIGNEE** the ownership of the rights transferred by **ASSIGNOR** to **ASSIGNEE** by this Agreement.

IN WITNESS WHEREOF, ASSIGNOR, expressly intending to be legally bound thereby, has caused this Assignment to be duly executed and its corporate seal affixed as of the 3rd day of June, 1999.

STRATEGIC BRANDS, INC.

By: _____
Name: **Jeffrey D. Hettinger**
Its: **President, Duly Authorized**

SCHEDULE "A"

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
American Classic	1,776,022	June 8, 1993
American Classic (logo)	1,882,419	March 7, 1995