

11-02-1999

MRS 10.25.99



101189208

Commissioner of Patents and Trademark
thereof

and original documents or copy

1. Name of conveying party(ies):

SBC Holdings, Inc.
100 River Place
Detroit, Michigan 48207

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

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

The Stroh Companies, Inc.
100 River Place
Detroit, Michigan 48207

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

- Assignment Merger
- Security Agreement Change of Name
- Other:

Execution Date: October 15, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

| | |
|-----------|-----------|
| 1,514,774 | 1,512,002 |
| 2,180,233 | 1,539,490 |

Additional numbers attached?

Yes No

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

Michael D. Fishman
Rader, Fishman & Grauer
1533 North Woodward Avenue
Suite 140
Bloomfield Hills, Michigan 48304
(248) 594-0600

6. Total number of applications and registrations involved: Four (4)

7. Total fee (37 CFR 3.41).....\$115.00

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.

Michael D. Fishman
Name

Signature

10/19/99
Date

10/28/1999 MTHA11 00000107 180013 1514774

Total number of pages comprising cover sheet 4

| | |
|----------------|----------|
| 01 FC:481 | 40.00 CH |
| 02 FC:488 7735 | 75.00 CH |

TRADEMARK ASSIGNMENT

WHEREAS, **SBC Holdings, Inc.**, a corporation of the State of Arizona at 100 River Place, Detroit, Michigan 48207 (“Assignor”), is owner of the entire right title and interest in and to the trademarks listed on the attached Schedule; 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 marks are used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof (collectively, the “Trademark Rights”).

WHEREAS, **The Stroh Companies, Inc.**, a corporation of the State of Delaware at 100 River Place, Detroit, Michigan 48207 (“Assignee”), wishes to acquire and Assignor wishes to transfer to Assignee 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 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.

SBC Holdings, Inc.

Dated: October 15, 1999

By: 
Its: Executive Vice President

R0067322

Schedule for ST. IDES Trademarks

| TRADE MARK | COUNTRY | STATUS | APP NO | REG NO | FILE DT | REG DT |
|------------------------------|---------------|------------|------------|-------------|----------|-----------|
| ST. IDES - 1 | ARGENTINA | PENDING | 2,093,145 | | 7/18/ 97 | |
| ST. IDES - 2 | ARGENTINA | PENDING | 2093146 | | 7/18/ 97 | |
| ST. IDES - 1 | BRAZIL | PENDING | 819992844 | | 7/29/ 97 | |
| ST. IDES - 2 | BRAZIL | PENDING | 819992887 | | 7/29/ 97 | |
| ST. IDES - 1 | CANADA | REGISTERED | 838,113 | TMA487,928 | 2/28/ 97 | 1/20/ 98 |
| ST. IDES - 2 | CANADA | REGISTERED | 838111 | TMA49290700 | 2/28/ 97 | 4/15/ 98 |
| ST. IDES - 1 | CHILE | REGISTERED | 378,693 | 507373 | 5/28/ 97 | 3/17/ 98 |
| ST. IDES - 2 | CHILE | REGISTERED | 378,692 | 523360 | 5/28/ 97 | 10/ 2/ 98 |
| ST. IDES - 1 | ECUADOR | REGISTERED | 78374 | 5126-98 | 5/23/ 97 | 10/ 1/ 98 |
| ST. IDES - 2 | ECUADOR | REGISTERED | 78375 | 5127-98 | 5/23/ 97 | 10/ 1/ 98 |
| ST. IDES - 1 | PANAMA | PENDING | 088536 | | 7/ 2/ 97 | |
| ST. IDES - 2 | PANAMA | PENDING | 088537 | | 7/ 2/ 97 | |
| ST. IDES - 1 | PARAGUAY | REGISTERED | 16135 | 204538 | 8/11/ 97 | 7/ 7/ 98 |
| ST. IDES - 2 | PARAGUAY | PENDING | 16136 | | 8/11/ 97 | |
| ST. IDES PREMIUM MALT LIQUOR | UNITED STATES | REGISTERED | 73,682,665 | 1,514,774 | 09/04/87 | 11/29/88 |
| ST. IDES - 2 | UNITED STATES | REGISTERED | 73,682,664 | 1,512,002 | 09/04/87 | 11/08/88 |
| ST. IDES GOLD | UNITED STATES | REGISTERED | 75,274,791 | 2,180,233 | 04/15/97 | 08/11/98 |
| ST. IDES - 1 | UNITED STATES | REGISTERED | 73,682,663 | 1,539,490 | 09/09/87 | 05/16/89 |
| ST. IDES - 1 | URUGUAY | ABANDONED | 295,742 | | 5/28/ 97 | |
| ST. IDES - 2 | URUGUAY | ABANDONED | 295,741 | | 5/28/ 97 | |

1 - indicates a word mark

2 - indicates a design mark

F0067358