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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

5-8-01

MAY - 8 2001

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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
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Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year

- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name SBC Holdings

Execution Date
Month Day Year
04 02 2001

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Arizona Corporation

Receiving Party

Mark if additional names of receiving parties attached

Name The Stroh Companies, Inc.

DBA/AK/A TA _____

Composed of _____

Address (line 1) 300 River Place

Address (line 2) _____

Address (line 3) Detroit MI/USA 48207
City State/Country Zip Code

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Delaware Corporation

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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TRADEMARK
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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

John C. Blattner

5/1/01

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT


Whereas, SBC Holdings, Inc., a corporation of the State of Arizona at 300 River Place, Detroit, MI 48207 ("Assignor"), has adopted, used, and is using the following trademark registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Design of a Lion Crest	0,071,606	December 1, 1908

Whereas, The Stroh Companies, Inc., a corporation of the State of Delaware at 300 River Place, Detroit, MI 48207 ("Assignee"), desires to acquire the above listed trademark and registration;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and the above-identified registration.


SBC Holdings, Inc.

By: 
 George E. Kuehn
 Executive Vice President, General Counsel and Secretary

Date: April 2, 2001

STATE OF MICHIGAN)
)SS
 COUNTY OF WAYNE)

The signator is known to me and acknowledged the foregoing instrument this 2nd day of April, 2001.


 Notary Public

SYLVIA A PRATHER
 Notary Public, WAYNE County, MI
 My Commission Expires Oct 17, 2004

 _____ County,
 My Commission expires: