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Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇨⇨⇨

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

1. Name of conveying party(ies):

Dole Food Company, Inc.

- [ ] Individual(s)
- [ ] Association
- [ ] General Partnership
- [ ] Limited Partnership
- [x] Corporation-State Delaware
- [ ] Other

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

2. Name and address of receiving party(ies)

Name: Cervecería Hondureña, S.A.

Internal Address:

Street Address: Boulevard del Norte San Pedro

City: Sula State Honduras Zip: C.A.

- [ ] Individual(s) citizenship
- [ ] Association
- [ ] General Partnership
- [ ] Limited Partnership
- [ ] Corporation-State
- [x] Other Sociedad Anónima-Honduras

If assignee is not domiciled in the United States, a domestic representative designation is attached: [x] Yes [ ] No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? [ ] Yes [x] No

3. Nature of conveyance:

- [x] Assignment
- [ ] Merger
- [ ] Security Agreement
- [ ] Change of Name
- [ ] Other

Execution Date: November 28, 2001

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

A. Trademark Application No.(s)

N/A

B. Trademark Registration No.(s)

1,690,420

Additional number(s) attached [ ] Yes [x] No

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

Name: Stanton J. Lovenworth, Esq.

Internal Address:

Street Address: Dewey Ballantine LLP
1301 Avenue of the Americas

City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved: 1

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

- [x] Enclosed
- [ ] Authorized to be charged to deposit account

8. Deposit account number:

N/A

(Attach 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.

Stanton J. Lovenworth	S. Lovenworth	December 20, 2001
Name of Person Signing	Signature	Date

Total number of pages including cover sheet, attachments, and document: 3

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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

Continuation of Item 2 to the Recordation Form Cover Sheet - Trademark Only

Designation of Domestic Representative

Assignee hereby designates Barry J.K. Smith (Chairman) of Pilsner Urquell USA Inc. whose address is 560 Sylvan Ave, Englewood Cliffs, NJ 07632, as its representative upon whom notice or process in proceedings affecting the mark may be served.

ASSIGNMENT

WHEREAS, Dole Food Company, Inc., a Delaware corporation ("ASSIGNOR") has adopted, used, and is using the trademark SALVA VIDA DESDE 1916 SV and is the owner of Registration Number 1690420 for the mark SALVA VIDA DESDE 1916 SV; and

WHEREAS, Cervecería Hondureña, S.A., a Honduran *sociedad anónima* ("ASSIGNEE") is desirous of acquiring all right, title, and interest in and to said trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR hereby assigns unto the said ASSIGNEE all right title and interest in and to said trademark and the registration therefor, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

Executed at Washington DC, this 28 day of November, 2001.

DOLE FOOD COMPANY, INC.

By: Michael Carter

Name: C. MICHAEL CARTER

Title: Vice President, General Counsel

LA2:587425.1