

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):
BECK'S NORTH AMERICA, INC.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - State of Delaware
 Other _____

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

2. Name and address of receiving party(ies):
BRAUEREI BECK GMBH & CO. KG
Am Deich 18/19
28199 Bremen
Germany

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation - Germany
 Other _____

Domestic representative is attached: Yes No
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: December 15, 2003

4. (A.) Trademark Application No.(s)
78/217807

Additional numbers attached? Yes No

4. (B.) Trademark Registration No.(s)

5. Correspondence should be mailed to:
**VICTOR M. TANNENBAUM
ABELMAN, FRAYNE & SCHWAB
150 East 42nd Street
New York, New York 10017**

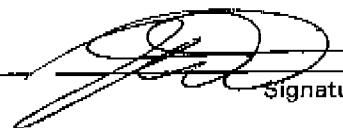
6. Total number of applications and registrations involved:..... **1**

7. Total fee (37 CFT 3.41): \$ 40.00
 Enclosed
(The said Deposit Account should be charged for any official fee not full covered by the enclosed check)
 Authorized to be charged to deposit account
Deposit account number: 01-0035
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

8. 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.

VICTOR M. TANNENBAUM
Name of Person Signing



Signature

1/16/04
Date

Total number of pages comprising cover sheet, attachments and documents: **3**

CH \$40.00 010036 78217807

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, BECK'S NORTH AMERICA, INC., a corporation organized and existing under the laws of the State of Delaware, with an office at One Station Place, City of Stamford, State of Connecticut 06902, United States of America (hereinafter called the ASSIGNOR) is the owner of the following trademark for which an application for registration has been filed in the United States Patent and Trademark Office:


<u>Trademark</u>	<u>Number</u>
LIFE BECKONS...AND YOU'RE HOLDING THE KEY	78/217807

AND WHEREAS, BRAUEREI BECK GMBH & CO. KG, a company organized and existing under the laws of Germany, with an office at Am Deich 18/19, 28199 Bremen, Germany (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the eventual registration thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its ongoing and existing business as such business pertains to the aforementioned trademark, its right, title and interest in and to the said trademark, trademark application and eventual trademark registration together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 15 day of December, 2003.

BECK'S NORTH AMERICA, INC.

By 
 Title _____
 Tom CARDELLA
 President and CEO

UNITED STATES

REVOCATION

AND

NEW POWER OF ATTORNEY

Mark: LIFE BECKONS...AND YOU'RE
HOLDING THE KEY

Registration:

Serial No.: 78/217807

Class(es):

Owner: Brauerei Beck GmbH & Co. KG

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Abelman, Frayne & Schwab, whose postal address is 150 East 42nd Street, New York, New York 10017-5612, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, ~~with full power of substitution, the power of appointment of an associate~~ attorney and the power of revocation

Lawrence E. Abelman
Jeffrey A. Schwab
Victor M. Tannenbaum
Peter J. Lynfield
Alan J. Hartnick
Caridad Pifeiro Scordato

Julianne Abelman
Jonathan W. Gumpport
Marsha G. Ajhar
Norman S. Beier
Thomas E. Spath
Julie B. Seyler
Marie-Anne Mastrovito

members of the Bar of the State of New York, whose address is

ABELMAN, FRAYNE & SCHWAB
150 East 42nd Street
New York, New York 10017-5612 U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

By Marie-Anne Mastrovito

Date 13/01/2004

TRADEMARK