

11-17-2003



102601645

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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

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

1. Name of conveying party(ies): Union De Cerveceria Peruanas Backus Y Johnston, S.A. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [X] Corporation-State [] Other Additional name(s) of conveying party(ies) attached? [] Yes [X] No

2. Name and address of receiving party(ies) Name: Union De Cervecerias Peruanas Internal Backus Y Johnston S.A.A. Address: Jr. Chiclayo 594 Rimac Lima, Peru, Apartado 189 Street Address: City: State: Zip: [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [X] Corporation-State Peru [] Other 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 [] No

3. Nature of conveyance: [] Assignment [] Merger [] Security Agreement [X] Change of Name [] Other Execution Date: March 16, 1998

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,237,562 1,254,124, 2,161,090, 2,183,364 Additional number(s) attached [] Yes [] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Malloy & Malloy, P.A. Internal Address: Street Address: 2800 S.W. Third Avenue City: Miami State: FL Zip: 33129

6. Total number of applications and registrations involved: 4 7. Total fee (37 CFR 3.41): \$ 115.00 [X] Enclosed [] Authorized to be charged to deposit account 8. Deposit account number: 11/13 AM 7:25 OR/FINANCE

11/14/2003 0000007 1237562

DO NOT USE THIS SPACE

9. Signature. 40.00/OP 75.00/OP David A. Gast Name of Person Signing

Signature Date 11/10/03

Total number of pages including cover sheet, attachments, and document: 5

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

REPUBLICA DEL PERU (THE REPUBLIC OF PERU)
COLEGIO DE NOTARIOS DE LIMA
(NOTARIES ASSOCIATION IN AND FOR LIMA)
PERCY GONZALES VIGIL BALBUENA
ATTORNEY-AT-LAW, NOTARY PUBLIC IN AND FOR LIMA

Notarial Record -16525
Kardex-007793

PARTIAL NOTARIAL COPY

PERCY GONZALEZ VIGIL BALBUENA

ATTORNEY-AT-LAW, NOTARY PUBLIC IN AND FOR LIMA

I DO HEREBY CERTIFY that on March 16, 1998, on Page 14,840 of the Registry of Notarial Instruments belonging to former Notary Public in and for Lima, Felipe DE OSMA ELIAS, Esq., the **CAPITAL INCREASE AND PARTIAL AMENDMENT TO THE BYLAWS DUE TO ADAPTATION TO THE LAW 261887 EXECUTED BY UNION DE CERVECERÍAS PERUANAS BACKUS Y JOHNSTON, SOCIEDAD ANÓNIMA**, which changed its name to : **UNION DE CERVECERÍAS PERUANAS BACKUS Y JOHNSTON SOCIEDAD ANONIMA ABIERTA**", is recorded, which pertinent parts of such Notarially Recorded Instrument have been requested to me, and I transcribe as follows:

(...) **ROUGH DRAFT**

ONE: CERVECERIA BACKUS Y JOHNSTON SOCIEDAD ANONIMA was incorporated by Public Deed dated May 10, 1955, executed before Notary Public, Elias MUJICA ALVAREZ CALDERON, Esq., and duly on Page 19, Volume 152 of Registry of Companies in and for Lima.

Following such filing entries all the notarially recorded instruments amending the Articles of Incorporation are recorded therein, particularly the Notarial Instrument dated April 17, 1997, executed before Notary Public, Maria MUJICA BARREDA, Esq., whereby it was resolved to increase the paid-up capital stock of the Corporation to S/.719,738,890 (Seven Hundred Nineteen Million Seven Hundred Thirty Eight Thousand Eight Hundred Ninety Nuevos Soles).

This Notarially Recorded Instrument is recorded in Entry 3-B, Card 117593 of the Registry of Companies in and for Lima.

(...) MINUTA.=====

(...) PRIMERO.=====

K:\MM DOCS\2-TM\TM FORMS\TM FORMS 02\DOM-RK\Fwpd.wpd

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Union De Cervecerias Peruanas Backus Y Johnston S.A.A.

Reg. Nos.: 1,237,562 ,1,254,124, 2,161,090 and 2,183,364

Marks: "PILSEN BEER CALLAO SINCE 1863 PERUVIAN PILSEN BEER & Design" ; "PILSEN CALLAO" (Stylized); "PILSEN CALLAO & Design" ; and "PILSEN CALLAO"

2800 S.W. Third Avenue
Historic Coral Way
Miami, Florida 33129

Commissioner for Trademark
2900 Crystal Drive
Arlington, Virginia 22202-3514

Dear Sir:

The undersigned, a duly executed and authorized officer of the above-mentioned applicant, hereby designates as the applicant's domestic representative MALLOY & MALLOY, P.A., whose postal address is: 2800 S.W. Third Avenue, Historic Coral Way, Miami, Florida 33129, upon whom notices or process in proceedings affecting the mark may be served, in accordance with Section 1(e) of the Trademark Act, 37 CFR 2.24, and TMEP Section 604.

Respectfully submitted,

By: [Signature]
Print Name: Carlos Benito Remy
Title: General Manager

Dated: November 10, 2003

Post-it [®] Transmisión por Fax 7671		FECHA/DATE	5	Nº DE PAGINAS/ # OF PAGES	4 of 4
PARA/TO	Malloy & Malloy	DE/FROM	Backus		
COMPAÑIA/CO.		COMPAÑIA/CO.	D. Alencar		
DEPARTAMENTO/DEPT.		TELEFONO/PHONE:			
FAX	305-258 0008	FAX			

"Since 1959"
Registered Patent Attorneys
Members of the Florida Bar
Trial and Appellate Counsel

Miami Office
2800 S.W. Third Avenue
Miami, Florida 33129
Telephone (305) 858-8000
Facsimile (305) 858-0008

Ft. Lauderdale Office
2101 West Commercial Blvd.
Reply to: Miami Office
Broward (954) 525-9611
FLORIDA (800) 337-7239

November 10, 2003

Mail Stop Assignment Recordation Services

Director of the US Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Re: Recordation of Name Change - Union de Cerveceria Peruanas
Backus Y Johnston S.A. to Union de Cerveceria Peruanas
Backus Y Johnston, S.A.A. of Reg. Nos. 1,237,562,
1,254,124, 2,161,090, 2,183,364
Our Ref. No. 7.871.03

Dear Sir:

Enclosed herewith for recordation is the above-referenced
name-change documents along with the pertinent cover sheet.

Also enclosed is our check in the amount of \$115.00 to cover
the recordal fee.

Kindest regards,

Very truly yours,



David A. Gast
For the Firm

DAG/vm
Enclosures