

6/29/04 RECORD, TRA

07-06-2004



102783548

To the Honorable Commissioner of Patents

original documents or copy thereof.

1. Name of conveying party(ies):  
Barton Beers, Ltd.

Individual(s)                       Association  
 General Partnership             Limited Partnership  
 Corporation - Maryland  
 Other

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

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement             Change of Name  
 Other

Dated: December 17, 2003

2. Name and address of receiving party(ies):  
S.p.A. Birra Peroni Industriale  
Via R. Birolli 8  
Rome, Italy

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation - Italy  
 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

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
76/459,611

Additional numbers attached?     Yes     No

B. Trademark registration No.(s)  
2,804,611

OPR/FINANCE JUN 29 AM 8:24

5. Name and address of party to whom correspondence concerning document should be mailed:  
Perla M. Kuhn, Esq.  
Hughes Hubbard & Reed LLP  
One Battery Park Plaza  
New York, New York 10004-1482  
(212) 837-6550  
kuhn@hugheshubbard.com

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41):.....\$65.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit Account No.: 08-3264

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.

Name of Person Signing: Perla M. Kuhn, Signature: [Handwritten], Date: June 29, 2004

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

Mail documents to be recorded with required cover sheet information to: Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450

CERTIFICATE OF MAILING

Express Mail Certificate No.: ET963476847US

I hereby certify that this correspondence is being deposited with the United States Postal Service in an Express Mail envelope addressed to Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 on 6/29/04 (Date of Deposit).

Elaine S. Parker, Name

[Handwritten Signature]

Signature

June 29, 2004, Date of Signature

07/02/2004 HBETACHE 00000045 76459611, 01 FC:8521 40.00 OP, 02 FC:8522 25.00 OP

DEC 16 '03 15:24 FR HUGHES HUBBARD & REED212 837 6269 TO 1990100500013128 P.02/02

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
ASSIGNMENT

WHEREAS, BARTON BEERS, LTD., a corporation organized and existing under the laws of Maryland, having a place of business at 55 E. Monroe Street, Suite 2600, Chicago, Illinois 60603 ("Assignor"), has adopted, used and is using the marks that are the subject of application in the United States Patent and Trademark Office as follows (the "Marks"):

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILED</u>
EUROPEAN TASTE. ITALIAN STYLE.	76/459,611	October 15, 2002
LIVE THE ITALIAN LIFESTYLE.	76/496,898	March 3, 2003

AND, WHEREAS, S.P.A. BIRRA PERONI INDUSTRIALE, a corporation organized and existing under the laws of Italy, having a place of business at Via R. Birolli 8, Rome, Italy ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks, applications and registrations and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks, and past common law causes of action;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor, hereby sells, assigns and transfers unto Assignee, its successors and assigns, the entire right, title and interest in and to the Marks, applications and registrations and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks and past common law causes of action.

BARTON BEERS, LTD.

By:   
Name: ELIZABETH KUTYCHA-MINER  
Title: SR VICE-PRESIDENT AND SECRETARY

Dated: DECEMBER 17, 2003

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\*\*\* TOTAL PAGE.02 \*\*\*