

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/25/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Juneau Avenue Partners, LLC		01/25/2005	limited liability company: OHIO

RECEIVING PARTY DATA

Name:	Pabst Brewing Company
Street Address:	100 Shoreline Highway
Internal Address:	Building B, Suite 395
City:	Mill Valley
State/Country:	CALIFORNIA
Postal Code:	94941
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78192751	PABST CITY

CORRESPONDENCE DATA

Fax Number: (414)277-0656
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 414.271.6560
 Email: mkeipdocket@mbf-law.com
 Correspondent Name: Michael Best & Friedrich LLP
 Address Line 1: 100 East Wisconsin Avenue
 Address Line 2: Suite 3300
 Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Dyann L. Kostello
Signature:	/dyann l. kostello/

CH \$40.00 78192751

Date:

01/31/2005

Total Attachments: 2

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ASSIGNMENT NUNC PRO TUNC

WHEREAS, Juneau Avenue Partners, LLC, a limited liability company with its principal place of business at 1468 West Ninth Street, Suite 135, Cleveland, Ohio 44113 ("Assignor") has adopted and has used the mark PABST CITY (the "Mark") and has filed an application with the United States Patent and Trademark Office, Serial No. 78/192,751, to register the Mark ("the Application") and has obtained a State of Wisconsin registration for the Mark ("the Registration"); and

WHEREAS, Assignor is willing to assign to Pabst Brewing Company, with its principal place of business at 100 Shoreline Highway, Building B, Suite 395, Mill Valley, California 94941 ("Assignee"), and Assignee desires to acquire, all right, title and interest which Assignor may have in and to the Mark and the Application and the Registration and the goodwill of the business symbolized thereby.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, nunc pro tunc, all of Assignor's right, title and interest in and to the Mark and the Application and the Registration and the goodwill of the business symbolized thereby.

Dated: 1-25-05

JUNEAU AVENUE PARTNERS LLC, a
Wisconsin limited liability company

PABST BREWING COMPANY

By: JTMK-Pabst, Ltd., an Ohio limited
partnership

By: _____
Name: _____
Title: _____

By: J. Christopher Enterprises, Inc., an Ohio
Corporation, its general partner

By: Timm H. Judson
Timm H. Judson, Vice President

ASSIGNMENT NUNC PRO TUNC

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WHEREAS, Assignor is willing to assign to Pabst Brewing Company, with its principal place of business at 100 Shoreline Highway, Building B, Suite 395, Mill Valley, California 94941 ("Assignee"), and Assignee desires to acquire, all right, title and interest which Assignor may have in and to the Mark and the Application and the Registration and the goodwill of the business symbolized thereby.

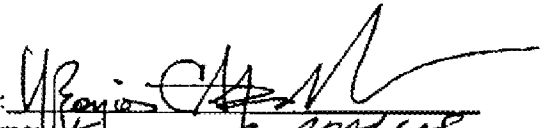
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Dated: _____

JUNEAU AVENUE PARTNERS LLC, a
Wisconsin limited liability company

PABST BREWING COMPANY

By: JTMK-Pabst, Ltd., an Ohio limited
partnership

By: 
Name: VERONICA C. APALLOS
Title: VP General Counsel

By: J. Christopher Enterprises, Inc., an Ohio
Corporation, its general partner

By: _____
Timm H. Judson, Vice President

01/25/2005 TUE 14:00 [TX/RX NO 6277] 004