

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Anheuser-Busch, Incorporated		10/20/2005	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Long Tail Libations Incorporated		
Street Address:	One Busch Place		
Internal Address:	202-6		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63118		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Serial Number:	78651791	JEKYLL & HYDE	
Serial Number:	78688336	DR. JEKYLL & MR. HYDE	
Serial Number:	78690769	DR. JEKYLL	
Serial Number:	78703187	JEKYLL	
Serial Number:	78703190	MR. HYDE	
Serial Number:	78703191	HYDE	
Serial Number:	78730449	JEKYLL & HYDE	
Serial Number:	78730421	DR. JEKYLL & MR. HYDE	
Serial Number:	78730534	DR. JEKYLL	
Serial Number:	78730410	JEKYLL	
Serial Number:	78730401	MR. HYDE	
Serial Number:	78733122	HYDE	
CORRESPONDENCE DATA			

CH \$315.00 78651791

**900034572**

**TRADEMARK**  
**REEL: 003180 FRAME: 0718**

Fax Number: (314)577-3835

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 314-577-2648

Email: alma.merabet@anheuser-busch.com

Correspondent Name: Deborah L. Norman

Address Line 1: One Busch Place

Address Line 2: 202-6

Address Line 4: St. Louis, MISSOURI 63118

NAME OF SUBMITTER:

Deborah L. Norman

Signature:

/Deborah L. Norman/

Date:

10/24/2005

Total Attachments: 2

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## ASSIGNMENT

WHEREAS, Anheuser-Busch, Incorporated, a corporation organized and existing under the laws of Missouri, with its principal office and place of business at One Busch Place, St. Louis, Missouri 63118 ( "Assignor"), is the sole owner of the entire right, title and interest in and to the U.S. Trademark Applications as listed on Schedule A (hereinafter known as the "Marks"), together with the goodwill of the business in connection with which the Marks are used; and

WHEREAS, Long Tail Libations Incorporated, a corporation, organized and existing under the laws Delaware, with its principal office and place of business at One Busch Place, St. Louis, Missouri 63318 ( "Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks are used; and

WHEREAS, Assignor desires to transfer all its right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used.

NOW, THEREFORE, for one dollar and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Marks, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby covenants and agrees that it will execute any and all instruments and documents reasonably necessary to aid the Assignee, its successors, legal representatives, and assigns, in the implementation and recordation of this Assignment.

This assignment is effective as of 20<sup>th</sup> day of October, 2005.

Assignor: Anheuser-Busch, Incorporated

By: [Signature]

Printed Name: Joseph F. Jedlicka III

Title: Vice President

Assignee: Long Tail Libations Incorporated

By: [Signature]

Printed Name: Joseph F. Jedlicka III

Title: Vice President

**SCHEDULE A**

<u>TRADEMARK</u>	<u>APP. SER. NO.</u>
JEKYLL & HYDE	78651791
DR. JEKYLL & MR. HYDE	78/688336
DR. JEKYLL	78/690769
JEKYLL	78/703187
MR. HYDE	78/703190
HYDE	78/703191
JEKYLL & HYDE	78/730449
DR. JEKYLL & MR. HYDE	78/730421
DR. JEKYLL	78/730534
JEKYLL	78/730410
MR. HYDE	78/730401
HYDE	78/733122