

05-16-2006

Form PTO 1594
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U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

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

5011.5

1. Name of conveying party(ies):

S.P.A. BIRRA PERONI

- Individual(s)
- General Partnership
- Corporation
- Other - Italy Joint Stock Company
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment Nunc Pro Tunc
- Security Agreement
- Other
- Merger
- Change of Name

Effective Date: November 1, 2005

2. Name and address of receiving party(ies):

PERONI NASTRO AZZURRO LIMITED
IOMA HOUSE, HOPE STREET
DOUGLAS, ISLE OF MAN 1M1 1AP
UNITED KINGDOM

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation
- Other - Isle of Man company

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)

76/258,478

B. Trademark registration No.(s)

1463049	2778612
1511995	2804611
2097096	2974724
2645269	

Additional numbers attached? Yes No

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 (phone)
(212) 837-6269 (fax)
kuhn@hugheshubbard.com

6. Total number of applications and registrations involved: 8

7. Total fee (37 CFR 3.41):.....\$215.00

- 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

Natasha N. Reed

Date

4-5-06

OFFICE OF TRADEMARK RECORDS
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MAY 11 2006 3:56

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

Mail documents to be recorded with required cover sheet information to:

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Elaine S. Parker
Name

Signature

May 11, 2006
Date of Signature

NY 1048909_1.DOC

TRADEMARK
REEL: 003342 FRAME: 0699

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT NUNC PRO TUNC

WHEREAS, S.p.A. Birra Peroni, a joint stock company of Italy, having a place of business at Via Renato Birolli 8, 00155 Rome, Italy, has adopted, used and is using the marks that are the subject of application and registration in the United States Patent and Trademark Office as follows:

<u>MARK</u>	<u>APPLICATION and REGISTRATION NOS.</u>	<u>FILED/DATED</u>
NASTRO AZZURRO PREMIUM BIRRA BEER EXPORT LAGER & Design	76/258,478	May 17, 2001
BIRRA PERONI 1846 & Design	1,463,049	October 27, 1987
PERONI	1,511,995	November 8, 1988
BIRRA PERONI 1846 BIRRA PERONI GIOVANNI PERONI & Design	2,097,096	September 16, 1997
PERONI & Design	2,645,269	November 5, 2002
BIRRA PERONI IMPORTED ITALIAN BEER GRAN RISERVA & Design	2,778,612	October 28, 2003
LIVE THE ITALIAN LIFESTYLE.	2,804,611	January 13, 2004
EUROPEAN TASTE. ITALIAN STYLE.	2,974,724	July 19, 2005

AND, WHEREAS, Peroni Nastro Azzurro Limited, an Isle of Man company, having a place of business at IOMA House, Hope Street, Douglas, Isle of Man IM1 1AP, United Kingdom, acquired the entire right, title and interest in and to the said 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; and

THAT, the signatories were officers of the companies at the time the assignment was effected, namely, November 1, 2005, and was aware of the particulars of the assignment set forth above; and

THAT, this assignment is being executed now in order to clarify ownership of the aforementioned applications and registrations and to confirm that said S.p.A. Birra Peroni did assign unto said Peroni Nastro Azzurro Limited, all right, title and interest in and to the said marks, together with the goodwill associated by the marks, and the applications and registrations thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said S.p.A. Birra Peroni hereby confirms the sale, assignment and transfer unto the said Peroni Nastro Azzurro Limited, its successors and assigns, the entire right, title and interest in and to the said 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.

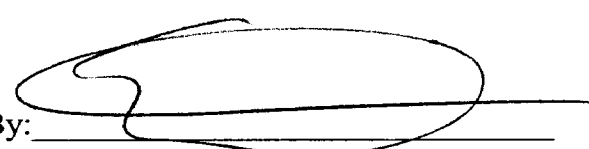
S.p.A. BIRRA PERONI

Assignor

By:  _____

Name: ALAN SMITH

Title: Authorised signatory

By:  _____

Name: SIMON BROWN

Title: Authorised signatory

PERONI NASTRO AZZURRO LIMITED

Assignee

By:  _____

Name: HOWARD ROGERS

Title: Authorised Signatory

By:  _____

Name: MEGAN MOERDIJK

Title: Authorised Signatory

Before me  _____
JOHN FREDERICK HOME - NOTARY PUBLIC