

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
InBev USA LLC		05/30/2006	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Brauerei Beck GmbH & Co. KG		
<b>Street Address:</b>	Am Deich 18/19		
<b>City:</b>	28199 Bremen		
<b>State/Country:</b>	GERMANY		
<b>Entity Type:</b>	CORPORATION: GERMANY		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2978039	BECK'SFEST	
Registration Number:	2805557	LIFE BECKONS	
Registration Number:	2776353	A BEER APART	
Registration Number:	2769813	THE OFFICIAL BEER OF OKTOBERFEST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(973)836-0306		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-949-9022		
<b>Email:</b>	fterranella@lawabel.com		
<b>Correspondent Name:</b>	Frank Terranella		
<b>Address Line 1:</b>	666 Third Avenue		
<b>Address Line 2:</b>	10th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	8001973		

**CH \$115.00 2978039**

DOMESTIC REPRESENTATIVE

**900052830**

**TRADEMARK  
 REEL: 003344 FRAME: 0886**

Name: Lawrence E. Abelman  
Address Line 1: 666 Third Avenue  
Address Line 2: 10th Floor  
Address Line 4: New York, NEW YORK 10017

NAME OF SUBMITTER:	Lawrence E. Abelman
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Signature:	/lea/
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Date:	07/11/2006
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**Total Attachments: 4**  
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source=Brauerei Beck (May 2006)#page3.tif  
source=Brauerei Beck (May 2006)#page4.tif

**TRADEMARK ASSIGNMENT**

This Agreement is made the 30<sup>th</sup> day of May, 2006.

**BETWEEN**

InBev USA LLC, having its registered office at One Station Place, Stamford, Connecticut 06902, organized under the laws of United States, duly represented by **RICHARD F. SKAWINSKI**.....and **DAVID MARKATOS**

hereinafter referred to as "the Assignor"

**AND**

Brauerei Beck GmbH & Co. KG, having its registered office at Am Deich 18/19, 28199 Bremen, Germany, organized under the laws of Germany, duly represented by Philippe Vandeweyer..... and Isabelle Teymans

hereinafter referred to as "the Assignee"

**THE PARTIES AGREE AS FOLLOWS :**

Article 1

At the conditions agreed between the Parties, The Assignor as beneficial owner hereby assigns and conveys unto the Assignee, who agrees, the trademarks mentioned on the attached schedule, together with the goodwill associated with the trademarks (hereinafter referred as "the Trademark").

Article 2

This assignment gives the Assignee all rights and obligations relevant to the ownership, the registration and the use of the Trademark.

Article 3

These rights and obligations are transferred in their current state, with all advantages or disadvantages and without any warranty of validity or priority.

Article 4

The present transfer is agreed to and accepted against the payment of .....1..... US \$ by the Assignee, at the execution of the current Agreement, at the ..date mentioned above..

Article 5

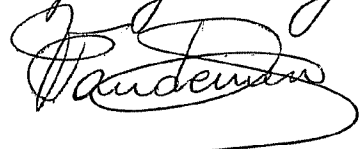
The Parties give power (with substitution's right) to any person with an original of this Assignment in order to achieve all the required deeds to maintain the Parties' rights and more particularly to enter this Assignment in the relevant register.

Executed in good faith in three original copies the day and year first above written, each party having received one original.


InBev USA LLC

Brauerei Beck GmbH & Co. KG

By:   
Title: ASSISTANT SECRETARY

By: Philippe Vandeman  
Title: Legal Director Intellectual Property - by proxy  


By: David Merkley  
Title: Secretary

By: Jonathan Tarmans  
Title: Legal Counsel - Intellectual Property WEZ - by proxy  


**SCHEDULE**

Registration Number

Trademark

2,978,039

BECK'S FEST

2,805,557

LIFE BECKONS

2,776,353

A BEER APART

2,769,813

THE OFFICIAL BEER OF OKTOBERFEST

