

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
Reed Elsevier Properties Inc.		11/30/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	American Beverage Association		
Street Address:	1101 Sixteenth Street, N.W.		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20036		
Entity Type:	Nonprofit corporation:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1287202	INTERBEV	
CORRESPONDENCE DATA			
Fax Number:	(202)457-6315		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-457-6000		
Email:	dlodge@pattonboggs.com		
Correspondent Name:	Deborah M. Lodge		
Address Line 1:	2550 M Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	001584.0115		
NAME OF SUBMITTER:	Deborah M. Lodge		
Signature:	/Deborah M. Lodge/		
Date:	11/08/2006		

OP \$40.00 1287202

Total Attachments: 2
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EXHIBIT C

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is dated as of November 30, 2005 by and between REED ELSEVIER PROPERTIES INC., a Delaware corporation having its principal place of business at 1105 N. Market Street, 5th Floor, Wilmington, Delaware 19801 (the "Assignor") and AMERICAN BEVERAGE ASSOCIATION, f/k/a National Soft Drink Association, a District of Columbia nonprofit corporation with offices at 1101 Sixteenth Street, N.W., Washington, D.C. 20036 ("Assignee").

WHEREAS, pursuant to the Asset Purchase Agreement dated as of November 30, 2005, by and among Assignee, Assignor, and Assignor's affiliate, Reed Exhibitions, Assignor has agreed to assign all of its rights in the trademarks listed on Annex A hereto (collectively, the "Marks") to Assignee:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of Assignee's right, title and interest in and to the Marks, including any and all, state, federal, or other applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, and Assignee's right to sue and recover for past infringements of the Marks.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks to be duly executed as of this 30th day of November, 2005.

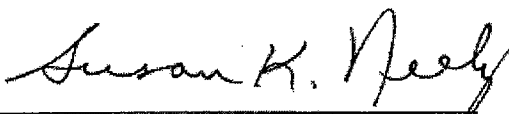
(Assignor)

REED ELSEVIER PROPERTIES INC.

By: 
Name: Reece Simonton
Title: President

(Assignee)

AMERICAN BEVERAGE ASSOCIATION

By: 
Name: Susan K. Neely
Title: President & CEO

ANNEX A

All of Assignee's right and title to the name "InterBev" including U.S. and international trademark rights to such name relating to the following as well as all goodwill appurtenant thereto:

Current Registrations

1. Trademark Registration No. A406181 (Australia)
2. Trademark Registration No. 152809 (Benelux)
3. Trademark Registration No. 811632814 (Brazil)
4. Trademark Registration No. 303741 (Canada)
5. Trademark Registration No. 224007 (China)
6. Trademark Registration No. 118413 (Colombia)
7. Trademark Registration No. 76421 (Russian Federation)
8. Trademark Registration No. 114967 (S. Korea)
9. Trademark Registration No. 5437 (S. Korea)
10. Trademark Registration No. 196043 (Sweden)
11. Trademark Registration No. A1292467 (United Kingdom)
12. Trademark Registration No. 1287202 (USA)

Lapsed Registrations

1. Trademark Registration No. 1165243 (Argentina)
2. Trademark Registration No. 1134813 (Argentina)
3. Trademark Registration No. 106432 (Austria)
4. Trademark Registration No. A406179 (Australia)
5. Trademark Registration No. 398577 (Benelux)
6. Trademark Registration No. 427698 (Chile)
7. Trademark Registration No. 427697 (Chile)
8. Trademark Registration No. 141251 (Colombia)
9. Trademark Registration No. 805-1985 (Denmark)
10. Trademark Registration No. 1268701 (France)
11. Trademark Registration No. 1083374 (Germany)
12. Trademark Registration No. 77564 (Greece)
13. Trademark Registration No. 423840 (India)
14. Trademark Registration No. 687403 (Italy)
15. Trademark Registration No. 303042 (Mexico)
16. Trademark Registration No. 304380 (Mexico)
17. Trademark Registration No. 120667 (Norway)
18. Trademark Registration No. 41711 (Philippines)
19. Trademark Registration No. 227226 (Portugal)
20. Trademark Registration No. 227227 (Portugal)
21. Trademark Registration No. 1070374 (Spain)
22. Trademark Registration No. 16624 (Taiwan)
23. Trademark Registration No. 22.328.D (Venezuela)
24. Trademark Registration No. 124293-F (Venezuela)