

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Australian Brewing Corporation, Pty. Ltd.		10/21/2006	Australian proprietary limited company: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Anheuser-Busch, Incorporated		
Street Address:	ONE BUSCH PLACE		
Internal Address:	202-6		
City:	ST. LOUIS		
State/Country:	MISSOURI		
Postal Code:	63118		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78048031	KING	
CORRESPONDENCE DATA			
Fax Number:	(314)577-3835		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314 577-9715		
Email:	CINDY.MCKEEHAN@ANHEUSER-BUSCH.COM		
Correspondent Name:	VALERIE BENKERT PACI		
Address Line 1:	Anheuser-Busch Companies, Inc.		
Address Line 2:	One Busch Place 202-6		
Address Line 4:	ST. LOUIS, MISSOURI 63118		
ATTORNEY DOCKET NUMBER:	20020750		
NAME OF SUBMITTER:	Valerie Benkert Paci		
Signature:	/VBP/		

CH \$40.00 78048031

Date:

11/16/2006

Total Attachments: 3

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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK (the "Assignment") is entered into as of October 21st, 2006, by Australian Brewing Corporation, Pty. Ltd., an Australian proprietary limited company with a business address of 229-255 Old Melbourne Road, Little River, Victoria 3211 Australia (the "Assignor") and Anheuser-Busch, Incorporated, a Missouri corporation with a business address at One Busch Place, St. Louis, MO 63118-1852 ("Assignee").

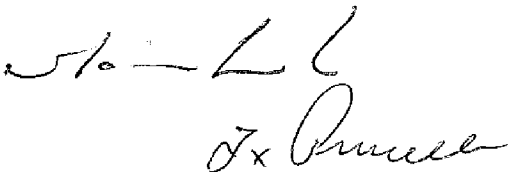
WHEREAS Assignor filed Application Serial No. 78/048,031 at the U.S. Patent and Trademark Office on February 13, 2001 (the "Application") for the mark KING for alcoholic beer (the "Trademark") and has an interest in such mark for such goods; and

WHEREAS, Assignor and Assignee have entered into a Settlement Agreement, dated as of January 1, 2006 (the "Settlement Agreement"), in connection with the resolution of certain disputes between the parties, including those set forth in Opposition No. 91157017 and Opposition No. 91157117; and

WHEREAS, in accordance with the Settlement Agreement, Assignor has agreed to transfer to Assignee all of Assignor's right, title and interest in and to the Trademark and the Application, all in accordance with the terms and conditions of this Assignment.

NOW, THEREFORE, for good and valuable consideration, Assignor hereby assigns, conveys and transfers unto Assignee all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and in and to the Application and any resulting registration.

IN WITNESS WHEREOF, the undersigned, duly authorized representatives of Assignor and Assignee, have executed this Assignment on the dates set forth below.




AUSTRALIAN BREWING CORPORATION PTY LTD.

By 
Marino Sussich, Director


Date: 21ST OCTOBER 2006

ANHEUSER-BUSCH, INCORPORATED

By 
Joseph V. Jedlicka
Title: VP/Legal & State Affairs ABI

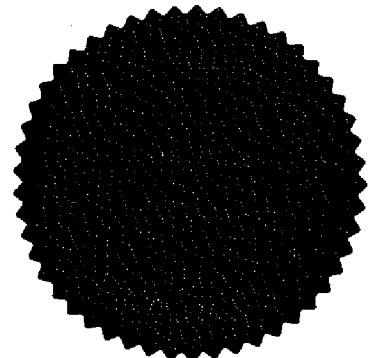
Date: November 16, 2006

On this 21st day of October, 2006, before me appeared Marino Sussich, the person who signed this instrument, who acknowledged that he is a duly appointed officer of AUSTRALIAN BREWING CORPORATION PTY LTD. (the "Assignor"), that he is duly authorized by Assignor to sign this instrument, and that he has signed this instrument as a free act on behalf of Assignor.


NOTARY PUBLIC

My commission expires: 15 for LIFE

FRANCIS XAVIER PURCELL
Notary Public
4 WATTON STREET, WERRIBEE
VICTORIA, AUSTRALIA



STATE OF MISSOURI)
) SS
COUNTY OF St Louis)

On this 16th day of November, 2006, before me appeared Joseph J. Dulicka the person who signed this instrument, who acknowledged that he is a duly appointed officer of ANHEUSER-BUSCH INCORPORATED (the "Assignee"), that he is duly authorized by Assignee to sign this instrument, and that he has signed this instrument as a free act on behalf of Assignee.

Cindy L. McKeehan
NOTARY PUBLIC

My commission expires: 7-5-09

**CINDY L. MCKEEHAN
NOTARY PUBLIC - NOTARY SEAL
STATE OF MISSOURI, ST. LOUIS COUNTY
MY COMMISSION EXPIRES 07-05-09
COMMISSION #05449406**

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