

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		07/24/2007	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	CARLSBERG A/S		
Street Address:	Ny Carlsberg Vej 100		
City:	1760 Copenhagen V		
State/Country:	DENMARK		
Entity Type:	CORPORATION: DENMARK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1446706		
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-813-5900		
Email:	vdoskow@fzlz.com		
Correspondent Name:	DAVID EHRLICH		
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Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	CGB 0708671		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

CH \$40.00 1446706

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TRADEMARK
REEL: 003637 FRAME: 0687

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

David Ehrlich

Signature:

/vivian doskow/

Date:

10/11/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this 24th day of July, 2007 by and between Anheuser-Busch, Incorporated, a Missouri corporation having a place of business at St. Louis, Missouri, U.S.A. (hereinafter "Assignor") and Carlsberg A/S, a Danish corporation having a place of business at Ny Carlsberg Vej 100, DK-1799 Copenhagen V, Denmark (hereinafter "Assignee").

WHEREAS, the Assignor has, in accordance with an agreement of August 30, 1985 with the Assignee, adopted and used the trademark listed below in connection with the goods in the indicated class and for which it has obtained a registration in the United States Patent and Trademark Office, as shown on the attached Schedule 1.

WHEREAS, the Assignee desires to acquire from the Assignor all of its rights to said mark, together with the goodwill of the business with which said mark is used and which is symbolized by said mark.

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents sells, transfers, conveys, and assigns unto the Assignee its entire right, title and interest in and to the aforesaid mark and registration, together with the right to recover for past infringements thereof, and the goodwill of the business in connection with which the aforesaid mark is used and which is symbolized thereby.

Executed this 24th day of July, 2007 to be effective as of such date.

ANHEUSER-BUSCH, INCORPORATED

By: [Signature]
Title: Vice President

SCHEDULE 1

MARK	SERIAL NO.	REG. NO	CLASS	GOODS
ELEPHANT DESIGN	73/625,284	1,446,706	32	Malt liquor

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