

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
Mr. Hawaii, Inc.		02/26/2008	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pabst Brewing Company		
<b>Street Address:</b>	100 Shoreline Highway		
<b>Internal Address:</b>	Building B, Suite 395		
<b>City:</b>	Mill Valley		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94941		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78869062	PRIMO HAWAIIAN BEER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(714)755-8290		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	ipdocket@lw.com		
<b>Correspondent Name:</b>	Latham & Watkins LLP		
<b>Address Line 1:</b>	650 Town Center Drive		
<b>Address Line 2:</b>	Suite 2000		
<b>Address Line 4:</b>	Costa Mesa, CALIFORNIA 92626		
<b>ATTORNEY DOCKET NUMBER:</b>	042215-0003		
<b>NAME OF SUBMITTER:</b>	Rhonda DeLeon		
<b>Signature:</b>	/Rhonda DeLeon/		
<b>Date:</b>	03/10/2008		

OP \$40.00 78869062

Total Attachments: 1  
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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") dated this 26<sup>th</sup> day of February, 2008, is by and between MR. HAWAII, INC., a California corporation, which has a principal place of business at 16817 S. Western Avenue, Gardena, California 90247 (the "Assignor") and PABST BREWING COMPANY, a Delaware corporation, which has a principal place of business at 100 Shoreline Highway, Building B, Suite 395, Mill Valley, California 94941 (the "Assignee");

WHEREAS, Assignor has adopted, and is, to the best of its knowledge and belief, the owner of the PRIMO HAWAIIAN BEER trademark and PRIMO HAWAIIAN BEER United States Application No. 78/869,062 and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement (the "Trademarks");

WHEREAS, Assignor has acquired goodwill in the portion of the business associated with and symbolized by the Trademarks and has not abandoned same;

WHEREAS, Assignee is desirous of acquiring all rights, title, and interest in and to the Trademarks owned by Assignor; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title, and interest as Assignor may possess in and to the Trademarks;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and sells to Assignee all rights, title, and interest as Assignor may possess in and to the Trademarks; together with the goodwill symbolized by said Trademarks.

IN WITNESS WHEREOF, each of the undersigned has caused this Assignment to be duly executed and delivered as of the date first above written.

MR. HAWAII, INC.,  
as Assignor

By: Blair M. Lane  
Name:  
Title: PRESIDENT

PABST BREWING COMPANY,  
as Assignee

By: [Signature]  
Name: Georgios Apallas  
Title: General Counsel

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