

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
Bulldog Brewing Company		07/21/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bulldog Beverage, LLC		
Street Address:	199 East 5th Avenue		
City:	Eugene		
State/Country:	OREGON		
Postal Code:	97401		
Entity Type:	CORPORATION: OREGON		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2154318	BULLDOG	
Registration Number:	1190899	BULLDOG	
Registration Number:	2115794	BULLDOG BEER	
Registration Number:	2192654	BULLDOG ROOT BEER	
CORRESPONDENCE DATA			
Fax Number:	(310)318-1852		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-379-2715		
Email:	admin@rubelmann.com		
Correspondent Name:	Donna Rubelmann		
Address Line 1:	501 Herondo Street, Suite 45		
Address Line 4:	Hermosa Beach, CALIFORNIA 90254		
NAME OF SUBMITTER:	Donna Rubelmann		
Signature:	/dr/		

OP \$115.00 2154318

Date:

07/24/2008

Total Attachments: 2

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ASSIGNMENT

WHEREAS, BULLDOG BREWING COMPANY (hereinafter "ASSIGNOR"), a corporation of the State of Delaware, located and doing business at 706 W. Shaw Avenue, Fresno, CA 93704, is the owner of the marks, registrations and associated goodwill as set forth in Appendix A attached hereto.

WHEREAS, BULLDOG BEVERAGE, LLC (hereinafter "ASSIGNEE"), a corporation of the State of Oregon, located and doing business at 199 East 5th Avenue, Suite 27, Eugene, OR 97401, desires to acquire said marks and Registrations together with the goodwill of the business associated therewith, as set forth in Appendix A attached hereto.

NOW THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, relay, and release to ASSIGNEE, nunc pro tunc as of January 19, 2005, its entire right, title and interest in and to the various Applications and Registrations set forth in Appendix A and all the goodwill of the business associated therewith, together with the right to sue for past infringement thereon.

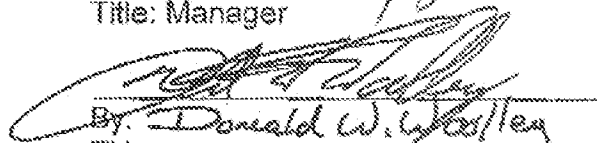
ASSIGNOR hereby requests and authorizes the Assistant Commissioner of Trademarks to record said Assignment against the various Applications and Registrations set forth in Appendix A and reflect ownership in ASSIGNEE. The Assistant Commissioner of Patents and Trademarks is hereby authorized to deliver to ASSIGNEE, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

BULLDOG BREWING COMPANY

Date: 7-21-08


By: Cordy Jensen
Title: Manager

Date: 7/21/08


By: Donald W. Westley
Title: Manager

APPENDIX A

<u>Mark</u>	<u>Registration No.</u>	<u>Date of Registration</u>	<u>Class</u>
BULLDOG	U.S. Reg. No. 2,154,318	April 28, 1998	32
BULLDOG & Design	U.S. Reg. No. 1,190,899	February 23, 1982	32
BULLDOG BEER	U.S. Reg. No. 2,115,794	November 25, 1997	32
BULLDOG ROOT BEER	U.S. Reg. No. 2,192,554	September 29, 1998	32
BULLDOG BREWING COMPANY	CA Reg. No. 109028	April 7, 2003	32
BULLDOG BREWING COMPANY	CA Reg. No. 057498	April 7, 2003	42