

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| General Brewing Company, LLC | | 09/30/2009 | LIMITED LIABILITY COMPANY: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Pabst Brewing Company | | |
| Street Address: | 100 Shoreline Highway | | |
| City: | Mill Valley | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94941 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 10 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1872727 | X | |
| Registration Number: | 1992300 | LUCKY | |
| Registration Number: | 1526035 | LUCKY LAGER BEER | |
| Serial Number: | 74697212 | BULL DOG | |
| Registration Number: | 1896399 | REGAL SELECT | |
| Serial Number: | 74485170 | REGAL SELECT LAGER BEER | |
| Serial Number: | 74480317 | L | |
| Registration Number: | 1972152 | LUCKY | |
| Serial Number: | 74480174 | STEINBRAU | |
| Registration Number: | 0540561 | BREW "102" | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (210)242-4620 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |

CH \$265.00 1872727

Phone: 210-978-7764
Email: bnash@docket.com
Correspondent Name: William B. Nash
Address Line 1: 112 E. Pecan Street, Suite 2400
Address Line 4: San Antonio, TEXAS 78205

| | |
|-------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | G-304191.142 |
| NAME OF SUBMITTER: | William B. Nash |
| Signature: | /William B. Nash/ |
| Date: | 10/02/2009 |

Total Attachments: 4

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U. S. TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective this 30th day of September, 2009 (“Effective Date”), from General Brewing Company, LLC, a California Limited Liability Company located at 100 Shoreline Highway, Building B-395, Mill Valley, California 94941, U.S.A. (“Assignor”) to Pabst Brewing Company, a Delaware Corporation located at 100 Shoreline Highway, Mill Valley, California 94941, U.S.A. (“Assignee”).

WHEREAS, Assignor is the exclusive owner of all right, title and interest in and to certain United States trademarks and trademark applications listed on Schedule A and Schedule B annexed thereto; and

WHEREAS, Assignee wishes to acquire from Assignor the entirety of Assignor’s right, title and interest in and to such trademarks and trademark applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns forever, free and clear of all liens and encumbrances, Assignor’s entire right, title and interest in the United States trademarks and trademark applications listed on Schedule A and Schedule B attached hereto (the “Trademarks”), together with the goodwill of Assignor’s business appertaining thereto and/or symbolized thereby, all income, royalties, damages, and payments now or hereafter due or payable in respect to the Trademarks, and all causes of action (either in law or equity) and the right to sue, counterclaim and recover for past, present, and future infringement and/or dilution of the Trademarks and the rights thereto.

Assignor authorizes and requests the Commissioner of Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue


trademarks, to issue the same to the said Assignee, its successors and assigns, in accordance with this Agreement.

Assignee, its successors and assigns, shall hold the rights to the foregoing for and during the existence of such Trademarks, as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.



Assignor also shall, without further consideration, comply with all reasonable requests by Assignee, at no expense, to execute promptly any additional documents and to take promptly any further action necessary to vest good, valid and marketable title to the Trademarks in Assignee.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on the date first written above.




GENERAL BREWING COMPANY, LLC

By: 
Name: NEERAJ S. C. DHALL
Title: Vice President and Secretary

SCHEDULE A

| <u>Mark</u> | <u>Appl. Ser. No.</u> | <u>Application Filing Date</u> | <u>Registration No.</u> | <u>Registration Date</u> | <u>Country</u> |
|---|-----------------------|--------------------------------|-------------------------|--------------------------|----------------|
|  | 74/480,175 | 01/14/1994 | 1,872,727 | 01/10/1995 | U.S.A. |
| LUCKY | 74/480,318 | 01/14/1994 | 1,992,300 | 08/13/1996 | U.S.A. |
|  | 73/734,777 | 06/17/1988 | 1,526,035 | 02/21/1989 | U.S.A. |

SCHEDULE B

| <u>Mark</u> | <u>Appl. Ser. No.</u> | <u>Application Filing Date</u> | <u>Registration No.</u> | <u>Registration Date</u> | <u>Country</u> |
|---|-----------------------|--------------------------------|-------------------------|--------------------------|----------------|
| BULL DOG | 74/697,212 | 07/03/1995 | | | U.S.A. |
| REGAL SELECT | 74/485,200 | 02/01/1994 | 1,896,399 | 05/30/1995 | U.S.A. |
|  | 74/485,170 | 02/01/1994 | | | U.S.A. |
|  | 74/480,317 | 01/14/1994 | | | U.S.A. |
|  | 74/480,316 | 01/14/1994 | 1,972,152 | 05/07/1996 | U.S.A. |
| STEINBRAU | 74/480,174 | 01/14/1994 | | | U.S.A. |
| BREW 702 | 71/599,834 | 06/27/1950 | 540,561 | 04/03/1951 | U.S.A. |