

**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
Pearl Brewing, LLC		09/30/2009	LIMITED LIABILITY COMPANY: TEXAS

**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: 35**

Property Type	Number	Word Mark
Serial Number:	78822136	GOETZ PALE
Serial Number:	77567570	
Registration Number:	2535683	PEARL ORIGINAL TEXAS BREW
Registration Number:	1875482	
Registration Number:	1553162	XXX COUNTRY CLUB MALT LIQUOR
Registration Number:	1550444	GOETZ BEER
Registration Number:	1542795	AMERICA'S PREMIUM MALT LIQUOR
Registration Number:	1553163	GOETZ PALE THE FAMOUS NEAR BEER NON ALCOHOLIC GOETZ ORIGINAL PALE REMAINS AMERICA'S PURE LIGHT BREW BORN IN "THE TWENTIES" TO SATISFY A NATION'S THIRST
Registration Number:	1550433	BREWED WITH PURE SPRING WATER FROM THE COUNTRY OF 1100 SPRINGS
Registration Number:	0643695	GOETZ
Registration Number:	0663235	COUNTRY CLUB

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**TRADEMARK  
 REEL: 004073 FRAME: 0001**

Registration Number:	0977847	PEARL FINE LAGER BEAR BREWED WITH PURE SPRING WATER FROM THE COUNTRY OF 1100 SPRINGS XXX SINCE 1886
Registration Number:	0115080	COUNTRY CLUB
Registration Number:	1550445	COUNTRY CLUB
Registration Number:	1550437	PEARL
Registration Number:	1558336	PEARL LAGER BEER
Registration Number:	1550443	GOETZ
Registration Number:	1550435	GOETZ MALT BEVERAGE (SAY "GETZ")
Registration Number:	1550442	JAX
Registration Number:	0315875	TEXAS PRIDE
Registration Number:	1548550	TEXAS PRIDE
Registration Number:	1550436	TEXAS PRIDE LITE
Registration Number:	1550440	PILSENER CLUB
Registration Number:	1556005	NA
Registration Number:	1550434	1100 SPRINGS WATER
Registration Number:	1557131	FROM THE COUNTRY OF 1100 SPRINGS
Registration Number:	1550439	PEARL LIGHT LAGER BEER BREWED WITH PURE SPRING WATER FROM THE COUNTRY OF 1100 SPRINGS
Registration Number:	1550441	XXX
Registration Number:	1550438	XXX SINCE 1886 PEARL FINE LAGER BEER BREWED WITH PURE SPRING WATER FROM THE COUNTRY OF 1100 SPRINGS
Registration Number:	1003458	THERE'S A LITTLE BIT OF TEXAS IN EVERY DROP OF PEARL
Registration Number:	0328131	GOETZ PALE
Serial Number:	77567564	JAX BEER A NEW ORLEANS TRADITION
Registration Number:	0991563	BREWED WITH PURE SPRING WATER FROM THE COUNTRY OF 1100 SPRINGS
Registration Number:	1007197	AMERICA'S PREMIUM MALT LIQUOR
Serial Number:	77567569	JAX BEER 1890 A NEW ORLEANS TRADITION

**CORRESPONDENCE DATA**

Fax Number: (210)242-4620  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 210-978-7764  
Email: bnash@docket@jw.com  
Correspondent Name: William B. Nash  
Address Line 1: 112 E. Pecan Street, Suite 2400

**TRADEMARK**  
**REEL: 004073 FRAME: 0002**

Address Line 4: San Antonio, TEXAS 78205

ATTORNEY DOCKET NUMBER: 304191.1

NAME OF SUBMITTER: William B. Nash

Signature: /William B. Nash/

Date: 10/03/2009

**Total Attachments: 6**

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U. S. TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective this 20 day of Sept, 2009 ("Effective Date"), from Pearl Brewing LLC, a Texas Limited Liability Company located at 121 Interpark Boulevard, Building 300, San Antonio, Texas 78216, 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.

**PEARL BREWING LLC**

By: 




Name: GEORGIOS C. APALLAS

Title: VICE PRESIDENT

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>
GOETZ PALE	78/822,136	2/23/2006			U.S.A.
	77/567,570	09/11/2008			U.S.A.
	76/002,005	03/16/2000	2,535,683	02/05/2002	U.S.A.
	74/480,168	01/14/1994	1,875,482	01/24/1995	U.S.A.
	73/738,869	07/11/1988	1,553,162	08/22/1989	U.S.A.
	73/738,888	07/11/1988	1,550,444	08/01/1989	U.S.A.
AMERICA'S PREMIUM MALT LIQUOR	73/738,887	07/11/1988	1,542,795	06/06/1989	U.S.A.
	73/738,884	07/11/1988	1,553,163	08/22/1989	U.S.A.
BREWED WITH PURE SPRING WATER FROM THE COUNTRY OF 1100 SPRINGS	73/738,871	07/11/1988	1,550,433	08/01/1989	U.S.A.
	72/012,187	07/16/1956	643,695	04/02/1957	U.S.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>
	72/038,040	09/30/1957	663,235	06/17/1958	U.S.A.
	72/438,295	10/13/1972	977,847	01/29/1974	U.S.A.
"COUNTRY CLUB"	71/098,494	10/07/1916	115,080	01/23/1917	U.S.A.
COUNTRY CLUB	73/738,889	7/11/1988	1,550,445	8/1/1989	U.S.A.
PEARL	73/738,876	7/11/1988	1,550,437	8/1/1989	U.S.A.
	73/738,882	7/11/1988	1,558,336	9/26/1989	U.S.A.
GOETZ	73/738,886	7/11/1988	1,550,443	8/1/1989	U.S.A.
	73/738,874	7/11/1988	1,550,435	8/1/1989	U.S.A.
JAX	73/738,885	7/11/1988	1,550,442	8/1/1989	U.S.A.
	71/342,324	10/10/1933	315,875	8/14/1934	U.S.A.
TEXAS PRIDE	73/738,880	7/14/1988	1,548,550	7/18/1989	U.S.A.
TEXAS PRIDE LITE	73/738,875	7/11/1988	1,550,436	8/1/1989	U.S.A.
PILSENER CLUB	73/738,879	7/11/1988	1,550,440	8/1/1989	U.S.A.
	73/738,890	7/11/1988	1,556,005	9/12/1989	U.S.A.
1100 SPRINGS WATER	73/738,872	7/11/1988	1,550,434	8/1/1989	U.S.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>
FROM THE COUNTRY OF 1100 SPRINGS	73/738,873	7 /11/1988	1,557,131	9 /19/1989	U.S.A.
	73/738,878	7 /11/1988	1,550,439	8/1/1989	U.S.A.
	73/738,883	7 /11/1988	1,550,441	8 /1 /1989	U.S.A.
	73/738,877	7 /11/1988	1,550,438	8 /1 /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>
THERE'S A LITTLE BIT OF TEXAS IN EVERY DROP OF PEARL	72/460,355	6 /15/1973	1,003,458	1 /28/1975	
	71/365,078	5 /18/1935	328,131	9 /17/1935	
JAX BEER A NEW ORLEANS TRADITION	77/567,564	9 /11/2008			
BREWED WITH PURE SPRING WATER FROM THE COUNTRY OF 1100 SPRINGS	72/438,353	10/13/1972	991,563	8 /20/1974	
AMERICA'S PREMIUM MALT LIQUOR	73/007,619	11/30/1973	1,007,197	3 /18/1975	
JAX BEER 1890 A NEW ORLEANS TRADITION	77/567,569	9 /11/2008			