

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
Roy Juarez Jr.		02/15/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Anheuser-Busch, Incorporated		
Street Address:	One Busch Place		
Internal Address:	202-6		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63118-1852		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3592338	JOE BUD	
CORRESPONDENCE DATA			
Fax Number:	(314)577-0776		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(314) 577-7667		
Email:	trademarks@anheuser-busch.com		
Correspondent Name:	Andrea K. Cannon		
Address Line 1:	One Busch Place		
Address Line 2:	202-6		
Address Line 4:	St. Louis, MISSOURI 63118-1852		
ATTORNEY DOCKET NUMBER:	IP20080226		
NAME OF SUBMITTER:	Andrea K. Cannon		
Signature:	/Andrea K. Cannon/		

CH \$40.00 3592338

Date:

02/18/2010

Total Attachments: 1

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Exhibit A

ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark is made and entered into by and between Roy Juarez Jr., an individual residing at 8701 Arrow Route, Apartment 113H, Rancho Cucamonga, California 91701 ("Assignor") and Anheuser-Busch, Incorporated, a Missouri Corporation having an address at One Busch Place, St. Louis, Missouri 63118 ("Assignee").

WHEREAS, Assignor owns the mark JOE BUD and U.S. Registration No. 3,592,338;
and

WHEREAS, Assignee wishes to acquire all rights, title and interest in and to the mark JOE BUD and U.S. Trademark Registration No. 3,592,338 together with the good will associated with the JOE BUD mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee its entire right, title and interest in the mark JOE BUD and U.S. Trademark Registration No. 3,592,338, together with the good will symbolized by the JOE BUD mark.

ROY JUAREZ JR.

Signed:  _____

Date: 2-15-2010

ASSIGNOR

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