

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
Frankenmuth Brewery Real Estate, LLC		05/24/2010	LIMITED LIABILITY COMPANY: MICHIGAN
RECEIVING PARTY DATA			
Name:	Frankenmuth Brewery Intellectual Property, LLC		
Street Address:	21 East Long Lake Road, Ste. #200		
City:	Bloomfield Hills		
State/Country:	MICHIGAN		
Postal Code:	48304		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0578502	FRANKENMUTH	
Registration Number:	2869516	"IST GUT FÜR SIE"	
Registration Number:	1823067	OLD DETROIT	
Registration Number:	2843224		
CORRESPONDENCE DATA			
Fax Number:	(734)930-2494		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	734-930-0121		
Email:	asujek@bodmanllp.com		
Correspondent Name:	Angela Alvarez Sujek - Bodman LLP		
Address Line 1:	201 S. Division, Ste. 400		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT - FBIP		
NAME OF SUBMITTER:	Angela Alvarez Sujek		

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REEL: 004229 FRAME: 0539

Signature:	/angela alvarez subjek/
Date:	06/22/2010
Total Attachments: 1 source=frankenmuthrealestateassignment#page1.tif	

TRADEMARK AND SERVICE MARK ASSIGNMENT AGREEMENT

- Parties; Effective Date.** This Trademark and Service Mark Assignment Agreement ("Agreement") is between Frankenmuth Brewery Real Estate, LLC, whose address is 355 S. Old Woodward, Ste. 200, Birmingham, Michigan 48009 ("Assignor"), and Frankenmuth Brewery Intellectual Property, LLC, a Michigan limited liability company, with an address of 21 East Long Lake Road, Ste. 200, Bloomfield Hills, Michigan 48304 ("Assignee"). This Agreement is effective on May 24, 2010.
- Purpose of Agreement.** Assignor is the owner of the trademarks and service marks "FRANKENMUTH," "1ST GUT FUR SIE," "OLD DETROIT," and "MISCELLANEOUS DESIGN (dog logo)" (the "Marks"). Assignor seeks to assign the Marks to Assignee, and Assignee seeks to acquire the Marks from Assignor, along with the business to which the Marks pertain and the goodwill associated with the Marks, pursuant to the terms of this Agreement.
- Assignment of Marks.** For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, sells, transfers and conveys all right, title and interest in and to the Marks, including, without limitation: (a) all goodwill associated with the Marks, and all goodwill associated with the goods and/or services to which the Marks pertain; (b) all trademark and service mark registrations of the Marks, including U.S. Reg. Nos. 578,502, 2,869,516, 1,823,067 and 2,843,224, and any renewals thereof; (c) the right to sue or otherwise recover for any and all past, present and future infringements and misappropriations of the Marks; (d) all income, royalties, damages and other payments now and hereafter due and/or payable with respect to the Marks; and (e) any and all other rights, whether statutory or common law, corresponding thereto and all other rights of any kind whatsoever accruing thereunder, together in each case with the goodwill of the business connected with the use of, and symbolized by, the Marks.
- Cooperation.** Assignor agrees to provide, at Assignee's cost, whatever assistance is reasonably required by Assignee to perfect, secure, enforce or otherwise maintain its interests in the Marks.
- Binding Effect.** This Agreement shall be binding upon and inure to the benefit of the parties' heirs, representatives, successors, and assigns.

AGREED AND ACCEPTED:

FRANKENMUTH BREWERY
REAL ESTATE, LLC

By: Amar K. Sarafa
(Signature)

Name: Amar K. Sarafa

Title: Managing Member

FRANKENMUTH BREWERY
INTELLECTUAL PROPERTY, LLC

By: Amar K. Sarafa
(Signature)

Name: Amar K. Sarafa

Title: Managing Member