

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
San Miguel Corporation		06/07/2010	CORPORATION: PHILIPPINES

RECEIVING PARTY DATA

Name:	San Miguel Brewing International Limited
Street Address:	28 Yuen Shun Circuit
Internal Address:	9/F Citimark Building
City:	Sha Tin, NT
State/Country:	HONG KONG
Entity Type:	LIMITED LIABILITY COMPANY: BRITISH VIRGIN ISLANDS

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	3226961	
Registration Number:	0917805	SAN MIGUEL
Registration Number:	3232640	SAN MIG
Registration Number:	3232641	SAN MIGUEL
Registration Number:	3369231	RED HORSE
Registration Number:	2441211	CALI SHANDY
Registration Number:	1212640	SAN MIG
Registration Number:	1212639	SUN LIK
Registration Number:	1206420	
Registration Number:	3706290	CALI
Registration Number:	3696664	CALI
Registration Number:	3687067	NON ALCOHOLIC CALI ICE
Registration Number:	3145483	

CORRESPONDENCE DATA

900167821

**TRADEMARK
 REEL: 004248 FRAME: 0154**

CH \$340.00 3226961

Fax Number: (615)259-1470
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 615-259-1308
Email: haverly.macarthur@arlaw.com
Correspondent Name: Haverly MacArthur
Address Line 1: 424 Church Street
Address Line 2: Suite 2800
Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:

SAN MIGUEL - JSM (HAVERLY

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Haverly MacArthur

Signature:

/Haverly MacArthur/

Date:

07/26/2010

Total Attachments: 3
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source=San Miguel#page2.tif
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DEED OF ASSIGNMENT

This Assignment is made this 7th day of June, 2010.

BETWEEN

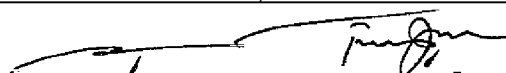
San Miguel Corporation, a corporation duly organized and existing under the laws of the Philippines with office address at No. 40 San Miguel Avenue, Mandaluyong City, Metro Manila, Philippines (hereinafter referred to as Assignor) of one part.

AND

San Miguel Brewing International Limited, a limited liability company duly organized and existing under the law of British Virgin Islands, with office address at 9/F Citimark Building 28 Yuen Shun Circuit, Sha Tin, NT, China (Hong Kong), (hereinafter referred to as Assignee) of the other part.

Whereas, the Assignor is the registered proprietor of the trademarks, particulars of which are set below:

REGISTRATION NO.	MARK	CLASS	GOODS
3,226,961	CREST DESIGN	32	Beer
1,560,080	LARGO	32	Beer
917805	SAN MIGUEL	32	Beer and ale
3,232,640	SAN MIG (stylized word mark)	32	Beer
3,232,641	SAN MIGUEL (stylized word mark)	32	Beer
3,369,231	RED HORSE (word mark)	32	Beer
2441211	CALI SHANDY & Design	32	Shandy
1212640	SAN MIG (word)	32	Beer
1212639	Sun Lik	32	Beer
1206420	Sun Lik Label Design	32	Beer
A.N. 77/488754	CALI WORDMARK	32	Carbonated malt-based non- alcoholic


 FKJ

			beverages
A.N.77/488884	CALI AND DESIGN	32	Carbonated malt-based non-alcoholic beverages
AN.77/488898	CALI ICE AND DESIGN	32	Carbonated malt-based non-alcoholic beverages
A.N. 78/742736	Red Horse Label Design	32	Beer


(hereinafter referred to as Trademarks)

And whereas, the Assignor has agreed to assign all its right, title and interest in and to the Trademarks, within the Territory of USA to the Assignee upon the terms herein set out. The Assignor also confirms that the assignment of Trademarks will cause no possibility of confusion to customers as to its origin of goods or the trade name.

NOW THIS DEED WITNESSETH that in consideration of the sum of US\$ 1.00 (one dollar) now paid by the Assignee to the Assignor (the receipt whereof the Assignor hereby acknowledge), the Assignor does hereby sell, assign and transfer unto the Assignee, its successors and assigns, its entire right, title and interest for the Territory in and to the Trademarks together with all the goodwill connected with and symbolized by the Trademarks, the same to be held and enjoyed by the said Assignee, its successors and assigns.


In witness whereof, the parties have caused the Assignment to be executed by their duly notarized representative as of the date first above written.

On behalf of the Assignor



Name: Ferdinand K. Constantino
Position: Senior Vice President &
Chief Finance Officer

On behalf of the Assignee



Name: Francis H. Jardeleza
Position: Director

ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)
CITY OF MANDALUYONG) S.S.

BEFORE ME, a Notary Public in and for the City of Mandaluyong, on this day personally appeared the affiant with the following competent evidence of identity:

Affiant	Competent Evidence of Identity		Community Tax Certificate	
	Type of ID	ID Number and Expiry Date (If Applicable)	Number	Date/Place Issued
Ferdinand K. Constantino	Passport	XX0167306/ Nov. 24, 2007		
Francis H. Jardeleza	Passport	ZZ225165/ April 25, 2007		

known to me and to me known to be the same person who executed the foregoing instrument and who acknowledged to me that the same is his own free and voluntary act and deed and that of the corporation he represents.

JUN - 9 2010

WITNESS MY HAND AND SEAL this _____ at Mandaluyong City.

me

Doc. No. CP97
 Page No. 101;
 Book No. VIII;
 Series of 2010

IRENE M. CIPRIANO
 Commission No. 0221-09
 Notary Public for Mandaluyong City
 Until Dec. 31, 2010
 SMC, 40 San Miguel Ave., Mandaluyong City
 Roll No. 43935
 PTR No. 0568990; 1/14/10; Mandaluyong City
 ISF No. 811950; 01/11/10; Q.C.