

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		07/30/2010	CORPORATION: PHILIPPINES
RECEIVING PARTY DATA			
Name:	San Miguel Pure Foods Company, Inc.		
Street Address:	The JMT Corporate Condominium		
Internal Address:	ADB Avenue, Ortigas Center		
City:	Pasig City		
State/Country:	PHILIPPINES		
Postal Code:	1605		
Entity Type:	CORPORATION: PHILIPPINES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77630558	TJ	
Serial Number:	77676426	TJ HOTDOG SMOKE FLAVORING ADDED, ARTIFICIALLY COLORED ORIGINAL	
CORRESPONDENCE DATA			
Fax Number:	(703)205-8050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-205-8000		
Email:	Rommel.Cortez@bskb.com		
Correspondent Name:	James M. Slattery		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
ATTORNEY DOCKET NUMBER:	4752-0138US1		
DOMESTIC REPRESENTATIVE			

CH \$65.00 77630558

Name: Birch, Stewart, Kolasch, & Birch, LLP
Address Line 1: PO BOX 747
Address Line 4: Falls Church, VIRGINIA 22040-0747

NAME OF SUBMITTER:	James M. Slattery
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Signature:	/James M. Slattery/
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Date:	01/21/2011
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Total Attachments: 2
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ASSIGNMENT

WHEREAS, San Miguel Corporation (hereinafter Assignor) ,a corporation of Philippines, having a place of business at P.O. Box 271, No. 40 San Miguel Avenue, Mandaluyong City 1550, Metro Manila, Philippines, is the owner of the Trademark Registrations and Applications set forth in Attachment "A" hereto; and

WHEREAS, San Miguel Pure Foods Company, Inc. (hereinafter Assignee), a corporation of Philippines, having a place of business at The JMT Corporate Condominium, ADB Avenue, Ortigas Center, Pasig City, 1605 The Philippines, is desirous of acquiring said marks;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, the entire right, title and interest in and to said marks, together with the goodwill of the business associated with the mark, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully and entirely as the said assigned interest would have been held and enjoyed by the Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed as follows:

ASSIGNOR:

SAN MIGUEL CORPORATION

Date July 30, 2010

By _____

Name FERDINAND K. CONSTANTINO

Title Chief Finance Officer

WITNESS:

Date July 30, 2010

By _____

Ferdinand K. Constantino
Signature

ATTACHEMNT "A"

Serial No. 77/630,558

Mark TJ (WORD MARK)

Serial No. 77/676,426

Mark TJ HOTDOG LABEL