

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HP Bulmer Limited		03/26/2009	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Heineken Brouwerijen B.V.		
Street Address:	Tweede Weteringplantsoen 21		
City:	Amsterdam		
State/Country:	NETHERLANDS		
Postal Code:	1017ZD		
Entity Type:	CORPORATION: NETHERLANDS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1815079	STRONGBOW	
Registration Number:	3563660	BULMERS	
Registration Number:	1046095	BULMERS	
Registration Number:	3730739	BULMERS ORIGINAL	
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-790-9200		
Email:	trademark@cll.com, gta@ccll.com		
Correspondent Name:	Baila H. Celedonia		
Address Line 1:	1133 Avenue of the Americas		
Address Line 2:	Cowan, Liebowitz & Latman, P.C.		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	27440.006/BHC.GA		

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DOMESTIC REPRESENTATIVE

Name: Baila H. Celedonia
Address Line 1: 1133 Avenue of the Americas
Address Line 2: Cowan, Liebowitz & Latman, P.C.
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Baila H. Celedonia
Signature:	/Baila H. Celedonia/
Date:	01/31/2011

Total Attachments: 3
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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, HP Bulmer Limited, a corporation organized under the laws of England and Wales with offices at Ashby House, 1 Bridge Street, Staines, Middlesex TW18 4TP ("Assignor"), owned the marks (the "Marks"), as shown in the attached Schedule A, and is the record owner of the Registrations for the Marks (the "Registrations") as identified in Schedule A; and

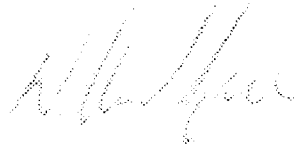
WHEREAS, Heineken Brouwerijen B.V., a corporation organized under the laws of the Netherlands, with offices at Tweede Weteringplantsoen 21, 1017ZD ("Assignee"), acquired from Assignor all of Assignor's right, title and interest in the Marks and Registrations, together with the goodwill of the business symbolized thereby as of 26 March 2009; and

WHEREAS, the aforesaid parties are desirous of confirming the acquisition of Assignor's right, title and interest in the Marks and Registrations as of 26 March 2009, together with the goodwill of the business symbolized thereby by Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby confirm that, as of 26 March 2009, it had assigned and transferred, and hereby does assign and transfer, to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the Marks and Registrations, together with the goodwill of the business symbolized thereby, all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

IN WITNESS WHEREOF, has caused this Confirmatory Trademark Assignment to be executed and delivered as of 13 January, 2011.

HP Bulmer Limited (Assignor)



By: WILLIAM PAYNE
Title: DIRECTOR

Schedule A

Trademark	Registration Number
STRONGBOW	1815079
BULMERS	3563660
BULMERS	1046095
BULMERS ORIGINAL	3730739