

## 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
ICB Acquisitions, LLC		01/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Sterling Brewers, LLC		
Street Address:	1999 Richmond Road		
Internal Address:	Suite 300		
City:	Lexington		
State/Country:	KENTUCKY		
Postal Code:	50402		
Entity Type:	LIMITED LIABILITY COMPANY: KENTUCKY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0600470	STERLING	
CORRESPONDENCE DATA			
Fax Number:	(202)315-3386		
Phone:	2022942287		
Email:	jgerben@gerbenlawfirm.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Josh Gerben, Esq.		
Address Line 1:	1155 Connecticut Ave NW		
Address Line 2:	Suite 500		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
NAME OF SUBMITTER:	Josh Gerben, Esq.		
Signature:	/Josh Gerben/		

Date:

03/19/2012

Total Attachments: 2

source=Sterling\_Assignment\_FullyExecuted#page1.tif

source=Sterling\_Assignment\_FullyExecuted#page2.tif

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and delivered as of January 31, 2012 ("Effective Date") by and between ICB Acquisitions, LLC ("Seller"), a Delaware Limited Liability Company having an address of 3340 Liberty Avenue, Pittsburgh, Pennsylvania 15201 and Sterling Brewers, LLC ("Buyer"), a Kentucky Limited Liability Company having an address of 1999 Richmond Road, Suite 300, Lexington, Kentucky 50402. Seller and Buyer are referred to hereinafter as the Parties. Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Purchase Agreement (as defined below).

### RECITALS


WHEREAS, Seller and Buyer have entered into that certain Purchase Agreement between Seller and Buyer (the "Purchase Agreement") dated as of even date herewith, pursuant to which, among other things, Seller has agreed to sell, convey, transfer, assign and deliver to Buyer all of Seller's right, title, and interest in and to the trademark STERLING, having the United States Trademark Registration No. 0600470 (the "Trademark").

NOW, THEREFORE, in consideration of the agreements and covenants contained in the Purchase Agreement and for other good and valuable consideration, the receipt, adequacy and sufficiency of which are hereby acknowledged, and subject to the terms and conditions of the Purchase Agreement:

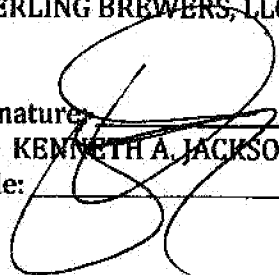
1. Assignment: Seller hereby assigns, sells, transfers, and conveys to Buyer all right, title and interest, including, any common law rights in the U.S. and throughout the world, in and to the Trademark, together with the related goodwill of the business symbolized by the Trademark and the right to recover for damages from past, present, and future infringements thereof, if any.
2. Acceptance: Buyer hereby accepts the foregoing assignment
3. Cooperation: After the Effective Date, Seller agrees to execute, acknowledge, and deliver such additional documents and instruments, and perform such additional acts, as reasonably necessary to perfect Buyer's right, title, and interest in and to the Trademark acquired by Buyer hereunder.
4. Purchase Agreement Controls. Nothing in this Agreement, express or implied, is intended or shall be construed to modify, expand, or limit in any way the terms of the Purchase Agreement. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.
5. No Additional Remedies. Nothing in this Assignment, express or implied, is intended or shall be construed to confer upon, or give to, any person other than Buyer and its successors and assigns any remedy or claim under or by reason of this assignment.
6. Binding Effect: This assignment shall be binding upon and shall inure to the benefit Buyer, Parent, and Seller and their respective successors and assigns.
7. Governing Law: This Assignment shall be deemed to have been made and shall be governed by and construed pursuant to the laws of the State of Kentucky and the United States without regard to any conflicts of law provisions that would require the application of the laws of any other jurisdiction.



IN WITNESS WHEREOF, the undersigned execute this Assignment on the date indicated opposite their signatures below.

ICB ACQUISITIONS, LLC  
  
By: ER LOZANO  
Title: PRESIDENT

Dated: January 31, 2012

STERLING BREWERS, LLC  
  
Signature: \_\_\_\_\_  
By: KENNETH A. JACKSON  
Title: \_\_\_\_\_

Dated: January 31, 2012