

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
The Saint Louis Brewery, Inc.		05/31/2012	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	The St. Louis Brewery, LLC		
Street Address:	2100 Locust Street		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63103		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2548650	BEER THE WAY IT USED TO BE	
Registration Number:	3057890	HOP IN THE CITY	
Registration Number:	1769049	SCHLAFLY SINCE 1991	
Registration Number:	3378180	THE CRAFT BEER FROM AMERICA'S BEER CAPITAL	
Registration Number:	2857492	SCHLAFLY BEER BREWED IN SAINT LOUIS	
Serial Number:	85482562	SCHLAFLY	
CORRESPONDENCE DATA			
Fax Number:	3146121301		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-444-7600		
Email:	ipdept@lewisrice.com		
Correspondent Name:	Alfred J. Ludwig		
Address Line 1:	Lewis, Rice & Fingersh, L.C.		
Address Line 2:	600 Washington Avenue, Suite 2500		
Address Line 4:	St. Louis, MISSOURI 63101		

OP \$165.00 2548650

NAME OF SUBMITTER:	Alfred J. Ludwig
Signature:	/ajl/
Date:	06/06/2012
Total Attachments: 3 source=Sage-TMAssignment#page1.tif source=Sage-TMAssignment#page2.tif source=Sage-TMAssignment#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, The Saint Louis Brewery, Inc., a Missouri corporation, having an address at 2100 Locust Street, St. Louis, Missouri 63103 ("SLB"), is the owner of all right, title and interest in and to the trademarks set forth on Exhibit A of this Trademark Assignment (the "Trademarks");

WHEREAS, The St. Louis Brewery, LLC, a Missouri limited liability company, having an address at 2100 Locust Street, St. Louis, Missouri 63103 ("LLC"), is desirous of acquiring all of SLB's right, title and interest in and to the Trademarks pursuant to that certain Contribution and Unit Purchase Agreement, dated as of December 23, 2011 (the "Purchase Agreement").

NOW THEREFORE, in consideration of the foregoing premises, the covenants and obligations set forth below, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, SLB agrees as follows:

1. SLB has sold, assigned and transferred, and hereby does, sell, assign and transfer unto LLC, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith, and the right to sue for, and recover for, any past infringements thereof, to be held and enjoyed by LLC, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by SLB had no sale and assignment of said Trademarks been made.
2. SLB further agrees to execute such further documents reasonably required by LLC to secure and enforce the rights granted to LLC under this Trademark Assignment.

This Trademark Assignment is executed in connection with and subject to the terms and conditions of the aforementioned Purchase Agreement.

[SIGNATURE PAGE FOLLOWS]

Exhibit A

Trademarks

1. Trademark for the phrase “Beer the Way It Used to Be,” registered with the USPTO March 19, 2002 with renewal applications filed January 15, 1998 and May 27, 2011; U.S registration number 2,548,650; serial number 75-144,322, filed August 5, 1996; Missouri renewal approved January 15, 2008; Missouri registration number 14213;
2. Service mark for the phrase “Hop in the City,” registered with the USPTO February 7, 2006; registration number 3,057,890; serial number 78-670,460, filed July 14, 2005;
3. Trademark and service mark for “SLB Inc. – Schlafly Brand Beers” crest/emblem, registered May 4, 1993 with renewal application mailed April 17, 2008; registration number 1,769,049; serial number 74-213,286, filed October 18, 1991;
4. Trademark for the phrase “The Craft Beer from America’s Beer Capital,” registered with the USPTO February 5, 2008; registration number 3,378,180; serial number 77-200,009, filed June 7, 2007;
5. Trademark for the “Schlafly Beer/Brewed in St. Louis” crest/emblem, registered June 29, 2004; registration number 2,857,492; serial number 76-505,989, filed April 14, 2003; and
6. Trademark for “Schlafly” standard character mark, serial number 85-482562, filed November 29, 2011. Application pending with ATT.