

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
H. P. Bulmer Limited		01/10/2011	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Heineken Brouwerijen B.V.		
Street Address:	Tweede Waterplantsoen 21		
City:	Amsterdam		
State/Country:	NETHERLANDS		
Postal Code:	1017ZD		
Entity Type:	Private Limited Company: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2916890	HP.BULMER	
CORRESPONDENCE DATA			
Fax Number:	2125750671		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-790-9200		
Email:	trademark@cll.com		
Correspondent Name:	Maryann Licciardi		
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		
DOMESTIC REPRESENTATIVE			
Name:	Baila H. Celedonia		
Address Line 1:	1133 Avenue of the Americas		

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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:	09/10/2012

Total Attachments: 2
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Agreement") is made this ____ day of _____, 20__, and effective as of _____, 20__ (the "Effective Date"), between H.P. Bulmer Limited, a United Kingdom Company registered under Company Number 150832, whose registered office is at Ashby House, 1 Bridge Street, Staines, Middlesex, TW18 4TP, United Kingdom (hereinafter, the "Assignor") and Heineken Brouwerijen B.V., a Netherlands Private Limited Company, with a principal place of business at Tweede Weteringplantsoen 21, Amsterdam 1017ZD (hereinafter, the "Assignee"),

WHEREAS, Assignor is the owner of the registrations shown in the attached Schedule A (the "Trademark");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee, all of its rights, title and interest in and to the Trademark, whether statutory or at common law, together with the goodwill symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

IN WITNESS WHEREOF the parties hereto have executed this Agreement on the date set out below which shall be effective on and from the Effective Date.

Assignor: H.P. Bulmer Limited

Dated: 10 November, 2011

By: [Signature]
Name: WILLIAM PARK
Title: DIRECTOR

Assignee: Heineken Brouwerijen B.V.

Dated: 17 January, 2011

By: [Signature]
Name: Hein J. de Koning-Grip
Title: Attorney at Law