

## 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
Busch Consolidated, Inc.		07/26/2013	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Busch Dienste GmbH		
Street Address:	Schauinslandstrasse 1		
City:	Maulburg		
State/Country:	GERMANY		
Postal Code:	79689		
Entity Type:	GmbH: GERMANY		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2761040	BUSCH	
Registration Number:	2758265	BUSCH UU	
Registration Number:	2755427	UUU BUSCH	
CORRESPONDENCE DATA			
Fax Number:	8046982230		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	804-775-1166		
Email:	jpeyton@mcguirewoods.com		
Correspondent Name:	Janet P. Peyton		
Address Line 1:	901 E. Cary Street		
Address Line 4:	Richmond, VIRGINIA 23219		
DOMESTIC REPRESENTATIVE			
Name:	Janet P. Peyton		
Address Line 1:	McGuireWoods LLP 901 E. Cary Street		

OP \$90.00 2761040

Address Line 4: Richmond, VIRGINIA 23219

NAME OF SUBMITTER:

Janet P. Peyton

Signature:

/Janet P. Peyton/

Date:

08/06/2013

Total Attachments: 3

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## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is made as of the 26. day of July, 2013, (the "Effective Date") by and between Busch Consolidated, Inc. ("Assignor"), a corporation duly organized and existing under the laws of State of Virginia, and Busch Dienste GmbH, a German Gesellschaft mit beschränkter Haftung (with limited liabilities), Schauinslandstrasse 1, 79689 Maulburg, Germany ("Assignee").

### RECITALS

Whereas Assignor desires to contribute, transfer, and assign all of its rights and interests, including without limitation common law rights, in and to the trademarks listed on Attachment A, attached hereto and incorporated by reference herein (the "Marks") and the registrations and pending applications for the Marks (the "Registrations"), together with the goodwill that Assignor has developed in such Marks (the "Goodwill"), to Assignee.

Whereas Assignee desires to acquire the Assigned Marks, the Registrations and the Goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

### ASSIGNMENT OF MARKS

1.1. **Assignment.** In connection with the corporate and organizational business objectives of Assignor and Assignee, Assignor has agreed to and hereby assigns and transfers to Assignee and its successors and assigns Assignor's entire right, title and interest in and to the Marks, the Registrations, and the Goodwill, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its parents, subsidiaries, affiliates, successors, assigns, licensees and legal representatives, as such rights would have been held and enjoyed by Assignor had this Assignment not been made.


1.2. **Warranties.** The Marks are assigned hereunder "as is" without any warranties, express or implied.

1.3. **Further Materials or Documentation.** Assignor and Assignee each agree to execute any other documents or to provide any further materials or documentation necessary in order to fulfill the provisions of or the purpose of this Assignment or to substantiate either party's use and/or ownership of the Marks, the Registrations and the Goodwill.

1.4. **Binding Effect.** This Assignment is binding upon the parties and their respective heirs, successors, assigns, trustees, and representatives.

IN WITNESS WHEREOF, the parties have caused this Assignment and to be executed by their duly authorized officers or representatives as of the date first written above.

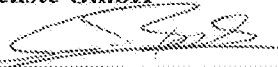
**Busch Consolidated, Inc.**

By:  \_\_\_\_\_

Name: *Sami Busch*

Title: *CEO Busch Consolidated*

**Busch Dienste GmbH**

By:  \_\_\_\_\_

Name: *Sami Busch*

Title: *CEO Busch Dienste*

SCHEDULE A

BUSCH, U.S. Reg. No. 2,761,040



BUSCH and Design, U.S. Reg. No. 2,758,265



BUSCH and Design, U.S. Reg. No. 2,755,427