

## 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
BRANDBREW S.A.		02/25/2014	LIMITED LIABILITY COMPANY: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	INBEV BELGIUM S.A.		
Street Address:	BOULEVARD INDUSTRIEL 21		
City:	10 70 BRUSSELS		
State/Country:	BELGIUM		
Entity Type:	CORPORATION: BELGIUM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2097622	BELLE-VUE	
Registration Number:	1803893	HOEGAARDEN	
Registration Number:	2896525	HOEGAARDEN	
Registration Number:	4443581	HOEGAARDEN	
CORRESPONDENCE DATA			
Fax Number:	3145777646		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	314 577 9715		
Email:	TRADEMARKS@ANHEUSER-BUSCH.COM		
Correspondent Name:	CINDY MCKEEHAN		
Address Line 1:	ONE BUSCH PLACE		
Address Line 4:	ST. LOUIS, MISSOURI 63118		
ATTORNEY DOCKET NUMBER:	INBEV		
DOMESTIC REPRESENTATIVE			

CH \$115.00 2097622

Name: JEREMY M. ROE  
Address Line 1: ONE BUSCH PLACE  
Address Line 4: ST. LOUIS, MISSOURI 63118

NAME OF SUBMITTER:	JEREMY M. ROE
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Signature:	/JMR/
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Date:	03/03/2014
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Total Attachments: 2  
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## U.S. TRADEMARKS ASSIGNMENT

**WHEREAS**, Brandbrew S.A. a Luxembourg limited liability company, having a place of business at 5, rue Gabriel Lippmann, 5365 Munsbach (Luxembourg)

("Assignor") is the owner of rights in:

- the trademark BELLE-VUE, Registration No. 2097622
- trademark HOEGAARDEN, Registration No. 1803893
- trademark HOEGAARDEN (DESIGN), Registration No. 2896525
- trademark HOEGAARDEN, Registration No. 4443581 (the "Marks");

**WHEREAS**, InBev Belgium S.A. a Belgian limited liability company, having a place of business at Boulevard Industriel 21 1070 Brussels (Belgium) ("Assignee") desires to acquire the Marks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, and any corresponding registrations and applications, as well as 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.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee.

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Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Marks, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.


Assignee hereby accepts the assignment of the Marks, applications, and registrations and all other rights described in this assignment.

The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

**IN WITNESS WHEREOF**, this Assignment is effective this 25th day of February, 2014.

**Brandbrew S.A.**  
8, rue Gabriel Lippmann  
5365 Munsbach  
Luxembourg

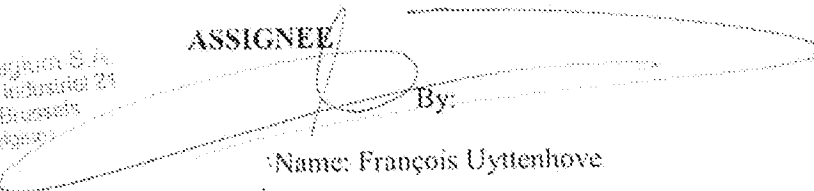
**ASSIGNOR**

By: 

Name: François Uyttenhove  
Title: Senior IP Manager  
Date: February 25<sup>th</sup>, 2014

InDev Belgium S.A.  
boulevard Industriel 24  
1070 Brussels  
Belgium

**ASSIGNEE**

By: 

Name: François Uyttenhove  
Title: Senior IP Manager  
Date: February 25<sup>th</sup>, 2014