

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM366249

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	08/01/2015		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Peroni Nastro Azzurro Limited		10/28/2015	COMPANY: ISLE OF MAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SABMiller International Brands Limited		
<b>Street Address:</b>	SABMiller House, Church Street West		
<b>City:</b>	Woking, Surrey		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	GU21 6HS		
<b>Entity Type:</b>	private limited company: ENGLAND		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1463049	BIRRA PERONI 1846	
<b>Registration Number:</b>	1511995	PERONI	
<b>Registration Number:</b>	3831206	PERONI NASTRO AZZURRO	
<b>Registration Number:</b>	3906572	PERONI NASTRO AZZURRO TRADIZIONE E NATUR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142713552		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	tm-dept@quarles.com		
<b>Correspondent Name:</b>	Hillary J. Wucherer		
<b>Address Line 1:</b>	Quarles & Brady LLP - ATTN IP Docket		
<b>Address Line 2:</b>	411 E. Wisconsin Ave., Suite 2350		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202-4426		
<b>ATTORNEY DOCKET NUMBER:</b>	112777.00005		
<b>NAME OF SUBMITTER:</b>	Hillary J. Wucherer		
<b>SIGNATURE:</b>	/Hillary J. Wucherer/		
<b>DATE SIGNED:</b>	12/17/2015		
<b>Total Attachments: 4</b>			

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# United States of America

## DEED OF ASSIGNMENT

**THIS DEED** entered into **BETWEEN** :-

### **PERONI NASTRO AZZURRO LIMITED**

An Isle of Man company with registration number 012155V of 2<sup>nd</sup> Floor, Belgravia House, 34-44 Circular Road, Douglas, Isle of Man IM1 1AE, United Kingdom

("hereinafter the **ASSIGNOR**")

and

### **SABMiller International Brands Limited**

A private limited company registered and existing under the laws of England and Wales of SABMiller House, Church Street West, Woking, Surrey GU21 6HS, United Kingdom

("hereinafter the **ASSIGNEE**")

**WHEREAS :-**

(a) The **ASSIGNOR** is the proprietor of the trade mark registrations as set out on the attached schedule ("the trade marks");

and

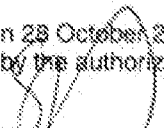
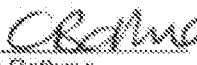
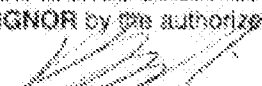
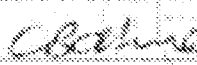
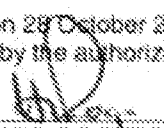
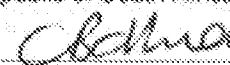
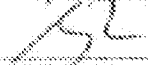
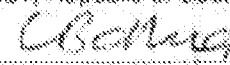
(b) The **ASSIGNOR** and the **ASSIGNEE** have agreed that the trade marks shall be assigned and transferred to the **ASSIGNEE**.

**THIS DEED WITNESSES THAT:-**

- 1 -

For good and sufficient consideration in the amount of \$10.00 (Ten U.S. Dollars) the **ASSIGNOR** hereby assigns and transfers to the **ASSIGNEE** all its right, title and interest in and to the trade marks, with the goodwill of the business concerned in the goods for which the trade marks are registered. The effective date of this assignment is 1 August 2015.

The **ASSIGNEE** hereby confirms acceptance of the assignment and transfer.

<p>Signed at Pretoria on 28 October 2015 on behalf of the <b>ASSIGNOR</b> by the authorized signatory:</p> <p></p> <p>_____ <b>SIMON BROWN</b> Authorized Signatory 4 Daventry Street, Lynnwood Manor, Pretoria, 0081, Republic of South Africa</p> <p></p> <p>_____ Claire Bothma Notary Public</p>	<p>Signed at Pretoria on 28 October 2015 on behalf of the <b>ASSIGNOR</b> by the authorized signatory:</p> <p></p> <p>_____ <b>BILKIS RASSOOL</b> Authorized Signatory 4 Daventry Street, Lynnwood Manor, Pretoria, 0081, Republic of South Africa</p> <p></p> <p>_____ Claire Bothma Notary Public</p>
<p>Signed at Pretoria on 28 October 2015 on behalf of the <b>ASSIGNEE</b> by the authorized signatory:</p> <p></p> <p>_____ <b>HOWARD ROGERS</b> Authorized Signatory 4 Daventry Street, Lynnwood Manor, Pretoria, 0081, Republic of South Africa</p> <p></p> <p>_____ Claire Bothma Notary Public</p>	<p>Signed at Pretoria on 28 October 2015 on behalf of the <b>ASSIGNEE</b> by the authorized signatory:</p> <p></p> <p>_____ <b>GERARD DU PLESSIS</b> Authorized Signatory 4 Daventry Street, Lynnwood Manor, Pretoria, 0081, Republic of South Africa</p> <p></p> <p>_____ Claire Bothma Notary Public</p>

TRADEMARK

No.:	Trade mark:	Class:	Status:
1 1,463,049	BIRRA PERONI 1846 medal label	32	Registered
2 1,511,995	PERONI	32	Registered
3 3,831,206	PERONI NASTRO AZZURRO	32	Registered
4 3,906,572	PERONI NASTRO AZZURRO label (colour) (2005)	32	Registered