

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406627

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SABMILLER INTERNATIONAL BRANDS LIMITED		11/17/2016	Private Limited Company: ENGLAND
RECEIVING PARTY DATA			
Name:	Asahi Europe Ltd		
Street Address:	One Forge End		
City:	Woking, Surrey		
State/Country:	UNITED KINGDOM		
Postal Code:	GU21 6DB		
Entity Type:	Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1463049	BIRRA PERONI 1846	
Registration Number:	1511995	PERONI	
Registration Number:	3831206	PERONI NASTRO AZZURRO	
Registration Number:	3906572	PERONI NASTRO AZZURRO TRADIZIONE E NATUR	
CORRESPONDENCE DATA			
Fax Number:	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>			
Email:	tm-dept@quarles.com		
Correspondent Name:	Hillary J. Wucherer		
Address Line 1:	Quarles & Brady LLP - ATTN IP Docket		
Address Line 2:	411 E. Wisconsin Ave., Suite 2350		
Address Line 4:	Milwaukee, WISCONSIN 53202-4426		
NAME OF SUBMITTER:	Hillary J. Wucherer		
SIGNATURE:	/Hillary J. Wucherer/		
DATE SIGNED:	11/28/2016		
Total Attachments: 2			
source=Trademark Assignment - Peroni Marks - SABMiller to Asahi#page1.tif			

CH \$115.00 1463049

DEED OF ASSIGNMENT

THIS DEED entered into BETWEEN :-

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 **ASSIGNOR**")

And

Asahi Europe Ltd

An United Kingdom company duly organised and existing, registered with the Registrar of Companies of England and Wales of One Forge End, Woking, Surrey, United Kingdom, GU21 6DB ("hereinafter the **ASSIGNEE**")

WHEREAS :-

(a) The **ASSIGNOR** is the proprietor of the following trademarks ("the trademarks");

Mark:	No:	Class:
BIRRA PERONI 1846 medal label	1,463,049	32
PERONI	1511995	32
PERONI NASTRO AZZURRO	3831206	32
PERONI NASTRO AZZURRO label (colour) (2005)	3906572	32
PERONI NASTRO AZZURRO label (2012) (colour)	79185551	32

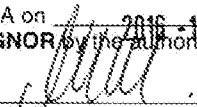
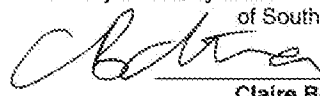
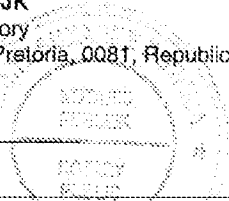
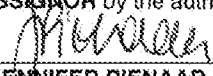
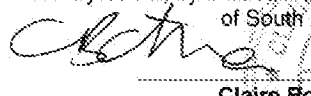
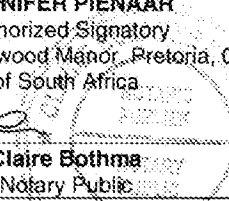
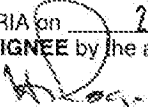
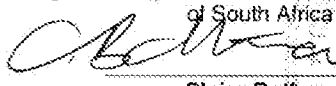
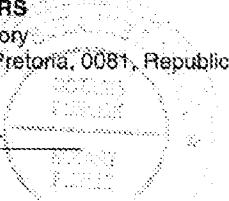
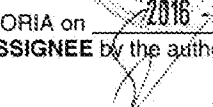
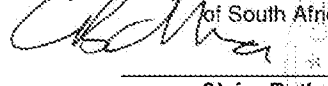
(b) The **ASSIGNOR** and the **ASSIGNEE** have agreed that the trademarks shall be assigned and transferred to the **ASSIGNEE**.

THIS DEED WITNESSES THAT:-

- 1 -

For good and sufficient consideration in the amount of US\$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 trademarks, with the goodwill of the business concerned in the goods for which the trademarks are registered. The effective date of this assignment is 11 October 2015.

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

<p>Signed at PRETORIA on <u>2016-11-17</u> on behalf of the ASSIGNOR by the authorized signatory:</p> <p> _____ MEGAN MOERDIJK Authorized Signatory 4 Daventry Street, Lynnwood Manor, Pretoria, 0081, Republic of South Africa</p> <p> _____ Claire Bothma Notary Public</p> 	<p>Signed at PRETORIA on <u>2016-11-17</u> on behalf of the ASSIGNOR by the authorized signatory:</p> <p> _____ JENNIFER PIENAAR Authorized Signatory 4 Daventry Street, Lynnwood Manor, Pretoria, 0081, Republic of South Africa</p> <p> _____ Claire Bothma Notary Public</p> 
<p>Signed at PRETORIA on <u>2016-11-17</u> on behalf of the ASSIGNEE by the authorized signatory:</p> <p> _____ HOWARD ROGERS Authorized Signatory 4 Daventry Street, Lynnwood Manor, Pretoria, 0081, Republic of South Africa</p> <p> _____ Claire Bothma Notary Public</p> 	<p>Signed at PRETORIA on <u>2016-11-17</u> on behalf of the ASSIGNEE by the authorized signatory:</p> <p> _____ SIMON BROWN Authorized Signatory 4 Daventry Street, Lynnwood Manor, Pretoria, 0081, Republic of South Africa</p> <p> _____ Claire Bothma Notary Public</p> 