

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM531928

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SAN MIGUEL CORPORATION		07/15/2019	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	San Miguel Food and Beverage, Inc		
<b>Street Address:</b>	100 E . Rodriguez Jr. Avenue (C-5 Road)		
<b>Internal Address:</b>	Barangay Ugong		
<b>City:</b>	Pasig City 1604, Metro Manila		
<b>State/Country:</b>	PHILIPPINES		
<b>Entity Type:</b>	Corporation: PHILIPPINES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87627003	PUREFOODS FIESTA HAM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7032058050		
<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>Phone:</b>	7032058000		
<b>Email:</b>	mussie.beyene@bskb.com		
<b>Correspondent Name:</b>	BIRCH, STEWART, KOLASCH, & BIRCH, LLP.		
<b>Address Line 1:</b>	8110 Gatehouse Road, Suite 100E		
<b>Address Line 4:</b>	Falls Church, VIRGINIA 22042		
<b>ATTORNEY DOCKET NUMBER:</b>	4752-0170US1		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Birch, Stewart, Kolasch & Birch, LLP		
<b>Address Line 1:</b>	8110 Gatehouse Road, Suite 100E		
<b>Address Line 4:</b>	Falls Church, VIRGINIA 22042		
<b>NAME OF SUBMITTER:</b>	Robert J. Kenney		
<b>SIGNATURE:</b>	/Robert J. Kenney/		
<b>DATE SIGNED:</b>	07/15/2019		

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**Total Attachments: 2**

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ASSIGNMENT

WHEREAS, San Miguel Corporation, a Corporation of The Philippines (hereinafter Assignor), having a place of business at #40 SAN MIGUEL AVE. MANDALUYONG CITY, is the owner of Trademark Application No. 87/627,003, filed on September 28, 2017, for the mark "Frutilla", in the U.S. Patent and Trademark Office; and

WHEREAS, San Miguel Food and Beverage, Inc., formerly San Miguel Pure Foods Company, Inc. (hereinafter Assignee), a Company of the Philippines, having a place of business at 100 E. Rodriguez Jr. Avenue (C-5 Road), Barangay Ugong, Pasig City 1604, Metro Manila, is desirous of acquiring said application;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, the entire right, title and interest in and to said application, together with the goodwill of the business associated with the mark, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully and entirely as the said assigned interest would have been held and enjoyed by the Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed as follows:

ASSIGNOR:  
SAN MIGUEL CORPORATION

Date: July 8, 2019

Name: Mr. Ferdinand K. Constantino  
Title: SVP and Chief Finance Officer

WITNESS:

ALYNDA E. TRILLANA  
Date JULY 15, 2019

By \_\_\_\_\_

Signature

ACKNOWLEDGEMENT

REPUBLIC OF THE PHILIPPINES )

CITY OF PASIG ) S.S.

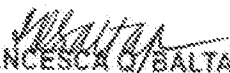
Before me, a notary public for and in Pasig City, Philippines, personally appeared the following:

Name	Type of ID	ID Number and Expiry Date (if applicable)
I. Ferdinand K. Constantino	Passport	P0341304A issued at DFA NCR East, valid until September 21, 2021

known to me and to me known to be, the same persons who executed this Agreement and who further acknowledged that the same is their free and voluntary act and deed.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my notarial seal this JUL 15 2019 at Pasig City, Philippines.

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Page No. 30  
Book No. 14  
Series of 2019.

  
**MA. FRANCESCA O. BALTAZAR**  
Notary Public for Pasig City  
Commission until 31 December 2020  
100 E. Rodriguez Jr. Avenue (C5 Road)  
Barangay Ugong, Pasig City 1604  
APPT No. 66 (2019-2020)/Roll No. 57174  
IBP No. ~060594; 1/4/2019; Makati City  
PTR No. 5227209; 1/3/2019; Pasig City  
MCLE Compliance No. VI-0018873; 3/5/2019