

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM734880

<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>
Pioneer Brewing Company Limited		06/01/2022	Limited Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AB InBev UK Limited		
<b>Street Address:</b>	Bureau, 90 Fetter Lane		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EC4A 1EN		
<b>Entity Type:</b>	Limited Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0088266	BASS AND CO'S	
<b>Registration Number:</b>	0138572		
<b>Registration Number:</b>	0016851		
<b>Registration Number:</b>	1837700	BASS	
<b>Registration Number:</b>	1926947		
<b>Registration Number:</b>	2087927	BASS	
<b>Registration Number:</b>	2106633	BASS	
<b>Registration Number:</b>	0343198	BASS	
<b>Registration Number:</b>	2072132	BODDINGTONS	
<b>Registration Number:</b>	3167776	BODDINGTONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	303-245-2099		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Nadya C. Davis		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attention: Trademark Docketing		








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<b>Address Line 4:</b>	Denver, COLORADO 80201
<b>ATTORNEY DOCKET NUMBER:</b>	79801.0598; 79801.0002
<b>NAME OF SUBMITTER:</b>	Nadya C. Davis
<b>SIGNATURE:</b>	/Nadya C. Davis/
<b>DATE SIGNED:</b>	06/13/2022
<b>Total Attachments: 2</b> source=Assignment from Pioneer Brewing Company Limited to AB InBev UK Limited#page1.tif source=Assignment from Pioneer Brewing Company Limited to AB InBev UK Limited#page2.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment is made and effective as of the date of the signature below ("Effective Date") by and between Pioneer Brewing Company Limited, a UK Limited Company with an address at Porter Tun House, 500 Capability Green, Luton, LU1 3LS United Kingdom ("Assignor"), and AB InBev UK Limited, a UK Limited Company with an address at Bureau, 90 Fetter Lane, London, EC4A 1EN, United Kingdom ("Assignee").

Assignor is the owner of the following United States trademark registrations and corresponding trademarks set forth below, together with the common law rights in the marks (the "Trademarks"):

Trademark	Registration No.	Registration Date
	88266	10-Sep-1912
	138572	04-Jan-1921
	16851	23-Jul-1889
	1837700	31-May-1994
	1926947	17-Oct-1995
BASS	2087927	12-Aug-1997
	2106633	21-Oct-1997
BASS	343198	09-Feb-1937
	2072132	17-Jun-1997
BODDINGTONS	3167776	07-Nov-2006

Assignee desires to acquire Assignor's entire right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks.

In consideration of the proceeding paragraphs, which are incorporated by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all of its rights, title, and interest in and to the Trademarks, including, without limitation, the goodwill of the business associated with and symbolized by the Trademarks.

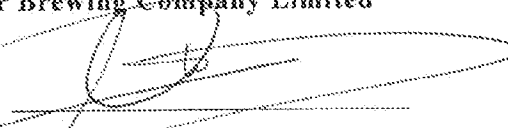
Assignor authorizes the United States Patent and Trademark Office to record the transfer of the Trademarks to Assignee as recipient of Assignor's entire right, title, and interest to the Trademarks.

As set forth below, Assignor has caused this Assignment to be executed by its authorized representative.

**ASSIGNOR:**

**Pioneer Brewing Company Limited**

Dated: 01 June 2022

Signed: 

Name: François Uyttenhove

Title: Senior IP Manager

**Pioneer Brewing Company Limited**  
Porter Tun House, 500 Capability Green  
Luton Bedfordshire LU1 9LS  
United Kingdom