

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM740804

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|---|--|-----------------------|---------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Asahi International Ltd. | | 12/16/2021 | limited company: UNITED KINGDOM |
| RECEIVING PARTY DATA | | | |
| Name: | Asahi Europe & International Ltd. | | |
| Street Address: | Asahi House, 88-100 Chertsey Road | | |
| City: | Woking | | |
| State/Country: | ENGLAND | | |
| Postal Code: | GU21 5BJ | | |
| Entity Type: | limited company: UNITED KINGDOM | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1511995 | PERONI | |
| Registration Number: | 3831206 | PERONI NASTRO AZZURRO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2026375910 | | |
| <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> | | | |
| Phone: | 2026375600 | | |
| Email: | DCPTOTrademarkMail@hoganlovells.com | | |
| Correspondent Name: | Katherine Bastian | | |
| Address Line 1: | 555 13th Street NW | | |
| Address Line 4: | Washington, D.C. 20004 | | |
| NAME OF SUBMITTER: | Katherine Bastian | | |
| SIGNATURE: | /KB/ | | |
| DATE SIGNED: | 07/13/2022 | | |
| Total Attachments: 2 | | | |
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| source=AIL to AEIL TM Assignment#page2.tif | | | |

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TRADEMARK ASSIGNMENT

WHEREAS, Asahi International Ltd., a United Kingdom limited company with offices at Griffin Brewery, Chiswick Lane South, London, England, W4 2QB, United Kingdom (the "**Assignor**"), owns the trademarks that are listed on the attached **Schedule**, including any and all applications and registrations therefor (the "**Marks**"); and

WHEREAS, Asahi Europe & International Ltd., a United Kingdom limited company with offices at Asahi House, 88-100 Chertsey Road, Woking, England, GU21 5BJ, United Kingdom (the "**Assignee**"), desired to acquire all right, title, and interest in and to the Marks; and

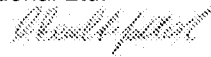
WHEREAS, Assignor and Assignee entered into an agreement on December 16, 2021 whereby Assignor assigned and transferred to Assignee, its successors, and assigns, all of Assignor's right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the right to sue and collect damages and/or profits for past infringements of the Marks.

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt of which is hereby acknowledged, Assignor hereby ratifies and confirms the assignment and transfer to Assignee, its successors, and assigns, all of Assignor's right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the right to sue and collect damages and/or profits for past infringements of the Marks.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed by a duly authorized corporate officer, effective as of December 16, 2021.

Asahi International Ltd.

By: _____



Name: Marco Brechtefeld

Title: Authorized representative

Schedule

Trademarks

| Jurisdiction | Mark | Registration No. | Registration Date |
|--------------|-----------------------|------------------|-------------------|
| US | PERONI | 1511995 | 8 November 1988 |
| US | PERONI NASTRO AZZURRO | 3831206 | 10 August 2010 |