

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI126078

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Premium Beverages International B.V.		03/20/2024	Corporation: NETHERLANDS
RECEIVING PARTY DATA			
Company Name:	Heineken Entreprise		
Street Address:	2, Rue des Martinets		
City:	Rueil-Malmaison		
State/Country:	FRANCE		
Postal Code:	92500		
Entity Type:	Société Par Actions Simplifiée (Sas): FRANCE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1251298	GEORGE KILLIAN LETT	
Registration Number:	1053044	GEORGE KILLIAN LETT	
Registration Number:	3587152	GEORGE KILLIAN'S IRISH RED GEORGE KILLIAN LETT	
Registration Number:	3587153	GEORGE KILLIAN'S IRISH RED	
Registration Number:	2975136	GEORGE KILLIAN'S	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(212)813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	Carole Klinger		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	151 West 42nd St., 17th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	PBEV 2403649		
NAME OF SUBMITTER:	Anca Nicolescu		
SIGNATURE:	Anca Nicolescu		
DATE SIGNED:	04/08/2024		

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Total Attachments: 4

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AGREEMENT AND DEED OF ASSIGNMENT

THIS AGREEMENT AND DEED OF ASSIGNMENT is made the 20th day of March 2024.

BETWEEN:

Premium Beverages International B.V.
Tweede Weteringplantsoen 21
1017 ZD Amsterdam
The Netherlands

(hereinafter referred to as "the Assignor");

And

Heineken Entreprise, société par actions simplifiée
2, Rue des Martinets
92500 Rueil-Malmaison
France

(hereinafter referred to as "the Assignee").

WHEREAS:

- A. The Assignor has registered the trademark referred to in the annex to this Agreement.
- B. The Assignor has agreed to assign to the Assignee and the Assignee has agreed to accept the trademark, including the registration referenced in the annex and the goodwill relating to the trademark on the terms and conditions set out in this Agreement and Deed of Assignment.

NOW THIS DEED WITNESSES:

- 1. Assignor hereby assigns to the Assignee who hereby accepts for the sum of € 1.00 (one Euro) now paid by the Assignee to the Assignor (the receipt whereof the Assignor hereby acknowledges) ALL the right, title and interest in the trademark for the goods and services referenced in the annex, including all registered and common law rights connected with the trademark and the right for the Assignee to take proceedings to recover damages and claim all other relief in respect of any infringement of the trademark, whether any such act shall have taken place before or after the date of this Agreement and Deed of Assignment.
- 2. This Agreement and Deed of Assignment are being made together with an assignment of the goodwill of the business relating to the goods and/or services in respect of which the trademarks are used and/or registered and/or applied for registration.
- 3. At request of the Assignee and at the expense of the Assignor, the Assignor will do all reasonable acts, execute all documents and procure the making of any declarations or oaths

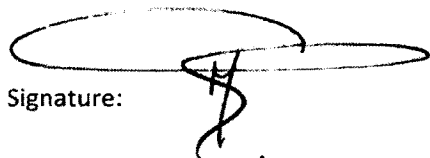
necessary or required by law for further effecting the assignment of the trademarks to the Assignee and assisting the Assignee in recording the assignment of the trademarks.

4. This Agreement and Deed of Assignment is governed by the laws of The Kingdom of The Netherlands.

IN WITNESS WHEREOF the authorised representatives of the parties have hereunto set their hands the day and year first before written.

ASSIGNOR

Place: *Amsterdam*

Signature: 

Full name signatory:
Henriette Jeannot de Koning-Ghijzen

Function signatory:
Sr. Legal Counsel & Global IP Manager

ASSIGNEE

Place: *Rueil Malmaison*


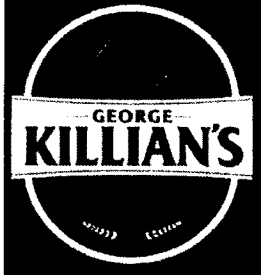

Signature: 

Full name signatory:
Alexandre Brunelot

Function signatory:
Legal director

ANNEX A:

Trademarks:

TRADEMARK	TMTYPE	DEVICE	COUNTRY	REGISTRATION NO.	CLASSES/GOODS/SERVICES
GEORGE KILLIAN LETT	Word mark		United States	1251298	32: Beer
GEORGE KILLIAN LETT	Stylized characters		United States	1053044	32: Beer
GEORGE KILLIAN'S IRISH RED	Word & device mark		United States	358152	32: Beers
GEORGE KILLIAN'S IRISH RED	Word & device mark		United States	3587153	32: Beers
GEORGE KILLIAN'S	Word mark		United States	2975136	32: Beer, ale and porter