

RECC



HEET

U.S. DEPARTMENT OF COMMERCE

U.S. Patent and Trademark Office

102077085

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copies thereof.

1. Name of conveying party(ies):
Stevens Point Beverage Co.
2617 Water Street
Stevens Point, WI 54481

2. Name and address of receiving party(ies):
Name: SPB LLC
Internal Address:
Street Address: 2617 Water Street
City: State: Zip: Stevens Point, WI 54481

- Individual(s)
- General Partnership
- Corporation-State WI
- Other
- Association
- Limited Partnership

Additional conveying party(ies) NO

3. Nature of conveyance:
- Assignment
 - Security Agreement
 - Other
 - Merger
 - Change of Name

Execution Date: March 29, 2002

- Individual(s) citizenship
 - Association
 - General Partnership
 - Limited Partnership
 - Corporation-State
 - Other Limited Liability Company
- If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,117,342; 2,110,336; 2,108,253;
2,103,500; 2,096,626; 2,066,579;
2,064,718; 1,763,156; 1,761,612

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: James L. Vana
Internal Address: FOLEY & LARDNER
Street Address: Firststar Center
777 East Wisconsin Avenue
City: Milwaukee State: Wisconsin Zip: 53202-5367

6. Total number of applications/patents involved: 9

7. Total fee (37 C.F.R. § 3.41): \$240.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:
06-1447

05/03/2002 LNUELLER 00000044 2117342

DO NOT USE THIS SPACE

01 FC:441 40.00 OP
02 FC:442 200.00 OP

9. Statement and signature:
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

James L. Vana

Name of person signing

Signature

4/12/02

Date

Total number of pages including cover sheet, attachments, and document: 4

TRADEMARK ASSIGNMENT

This Trademark Assignment is executed as of the 29th day of March, 2002.

Background


Stevens Point Beverage Co. (the "Assignor"), a Wisconsin corporation, has adopted and used the trademarks identified on Schedules A-1 and A-2 attached hereto (the "Trademarks"), and is the owner of the registrations for the Trademarks identified on Schedules A-1 and A-2 (the "Registrations"), all covering beer and/or ale (for each Registration, the goods identified in the Registration are known as the "Goods").

SPB LLC (the "Assignee"), a Wisconsin limited liability company with a place of business at 2617 Water Street, Stevens Point, Wisconsin, desires to acquire the Trademarks and the Registrations from the Assignor.

Grant of Assignment

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby assigns to the Assignee all of the Assignor's right, title, and interest in and to the Trademarks and the Registrations, including the right to sue for past infringement thereof, and the goodwill of the business symbolized by the Trademarks.

STEVENS POINT BEVERAGE CO.

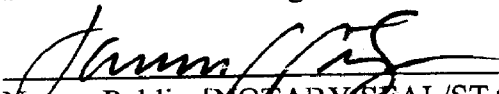
By: 

Elizabeth Kutyla-Miner,
Senior Vice President

Print Name and Title

STATE OF WISCONSIN)
) SS:
COUNTY OF Milwaukee)

On this 29th day of March, 2002, before me appeared Elizabeth Kutyla-Miner, to me personally known, and he acknowledged the foregoing instrument to be his free act and deed and the free act and deed of Stevens Point Beverage Co.


Notary Public [NOTARY SEAL/STAMP]
My commission expires: is permanent

SPB LLC


By: 

James L. Wiechmann, Manager

Print Name and Title

STATE OF WISCONSIN)
) SS:
COUNTY OF Milwaukee)

On this 29th day of March, 2002, before me appeared James L. Wiechmann, to me personally known, and he acknowledged the foregoing instrument to be his free act and deed and the free act and deed of SPB LLC.


Notary Public [NOTARY SEAL/STAMP]
My commission expires: is permanent

SCHEDULE A-1

Trademark	Country	App./Reg. No.	App./Reg. Date
STEVENS POINT BREWERY SINCE 1857 & Circle Design	U.S.	2,110,336	11/4/97
POINT & Design (Banner)	U.S.	2,096,626	9/16/97
POINT BOCK	U.S.	1,761,612	3/30/93
POINT CLASSIC AMBER	U.S.	2,064,718	1/27/97
POINT MAPLE WHEAT	U.S.	2,103,500	10/7/97
POINT PALE ALE	U.S.	2,066,579	6/3/97
POINT SEASONAL WINTER SPICE	U.S.	2,117,342	12/2/97
POINT SPECIAL	U.S.	1,763,156	4/6/93
STEVENS POINT BREWERY	U.S.	2,108,253	10/28/97
POINT BEER	WI (state)	3000024551	8/23/78
POINTER	WI (state)	3000024550	8/23/78