

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
InBev S.A.		12/22/2005	COMPANY: BELGIUM

RECEIVING PARTY DATA

Name:	Brandbrew S.A.
Street Address:	5, Parc d'Activite Syrdall
City:	Munsbach
State/Country:	LUXEMBOURG
Postal Code:	5365
Entity Type:	COMPANY: LUXEMBOURG

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	1803893	HOEGAARDEN
Registration Number:	2896525	HOEGAARDEN
Registration Number:	2824941	HOEGAARDEN
Registration Number:	2097622	BELLE-VUE

CORRESPONDENCE DATA

Fax Number: (212)949-9190  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 2129499022  
 Email: LBAILEY@LAWABEL.COM  
 Correspondent Name: VICTOR M. TANNENBAUM  
 Address Line 1: 666 THIRD AVENUE  
 Address Line 4: NEW YORK, NEW YORK 10017

DOMESTIC REPRESENTATIVE

Name: Abelman Frayne & Schwab

CH \$115.00 1803893

Address Line 1: 666 Third Avenue  
Address Line 4: New York, NEW YORK 10017

NAME OF SUBMITTER:	VICTOR M. TANNENBAUM
Signature:	/VMT/
Date:	09/01/2006

Total Attachments: 2  
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source=Brandbrew-InBev Asgmt#page2.tif

**DEED OF ASSIGNMENT  
(USA)**

This Deed of Assignment effective the 22<sup>nd</sup> day of December, 2005 by and between:

**InBev S.A.**  
with offices at  
**Grand-Place 1**  
**1000 Brussels**  
**Belgium**

(hereinafter referred to as *assignor*)

and  
**Brandbrew S.A.**  
with offices at  
**5, Parc d'Activité Syrdall**  
**5365 Munsbach**  
**Luxembourg**

(hereinafter referred to as *assignee*)

**Whereas** *assignor* is the owner in the Unites States of America of the following trademark registrations :

<b>1803893</b>	<b>HOEGAARDEN</b>
<b>2896525</b>	<b>HOEGAARDEN (&amp; device)</b>
<b>2824941</b>	<b>HOEGAARDEN (&amp; device)</b>
<b>2097622</b>	<b>BELLE-VUE</b>

**Whereas** *assignor* wishes to assign to *assignee* all of its rights, title and interest in and to the above mentioned trademark in the said country and *assignee* is desirous of acquiring from *assignor* all such right, title and interest.

**Now therefore**, in consideration of and in exchange of the sum of 1 US Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by both *assignor* and *assignee*, *assignor* hereby assigns to *assignee* all its right, title and interest, including the goodwill, in and to the above

mentioned trademarks including any and all common law rights connected with the trademarks in the aforementioned country and the right to sue for and retain damages and all other remedies in respect of any past infringement of any of *assignor's* rights which may have occurred prior to the date thereof.

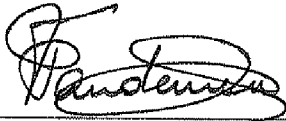
**Furthermore**, *assignor* hereby covenants with *assignee* to take all steps and execute and deliver to *assignee* all documents which *assignee* may reasonably require to procure the registration of *assignee* as the registered proprietor of these trademarks in said country.

*Assignee* accepts the above assignment.

*Assignor* and *assignee* warrant that the individual signing this Deed of Assignment has been empowered to execute this document on their behalf.

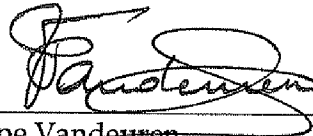
Signed in Leuven the 17<sup>th</sup> day of August, 2006

For InBev S.A.



Philippe Vandeuere  
Intellectual Property Director

For Brandbrew S.A.



Philippe Vandeuere  
Authorised Signatory