

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/2013

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Kirin Beverage Kabushiki Kaisha (also trading as Kirin Beverage Corporation)		01/30/2013	CORPORATION: JAPAN

## RECEIVING PARTY DATA

Name:	Kirin Kabushiki Kaisha
Trading As:	KIRIN Company, Limited
Street Address:	10-2, Nakano 4-Chome
City:	Nakano-Ku, Tokyo
State/Country:	JAPAN
Entity Type:	CORPORATION: JAPAN

## PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	74663263	
Serial Number:	78633057	
Serial Number:	85594376	
Serial Number:	85594389	FIRE

## CORRESPONDENCE DATA

Fax Number: 2128135901  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
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 Correspondent Name: Susan Upton Douglass  
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ATTORNEY DOCKET NUMBER:

KIRI 1207691

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Susan Upton Douglass

Signature:

/joseph gerber/

Date:

02/06/2013

Total Attachments: 2

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CONFIRMATORY ASSIGNMENT

WHEREAS, KIRIN BEVERAGE KABUSHIKI KAISHA (also trading as Kirin Beverage Corporation), a corporation organized and existing under the laws of Japan, located at 1, Kanda Izumi-Cho, Chiyoda-Ku, Tokyo, Japan ("Assignor"), was the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks"); and

WHEREAS, KIRIN KABUSHIKI KAISHA (also trading as KIRIN Company, Limited), a corporation organized and existing under the laws of Japan, located at 10-2, Nakano 4-Chome, Nakano-Ku, Tokyo, Japan ("Assignee"), acquired said Trademarks and all associated goodwill in the Trademarks, effective January 1, 2013;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective January 1, 2013, of all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

KIRIN BEVERAGE KABUSHIKI KAISHA  
(also trading as Kirin Beverage Corporation)



By:   
[signature]

Name: Yoshinori SHUTO  
[typed or printed]

Title: President

Date: JAN 30 2013

SCHEDULE OF MARKS

Mark	Serial No.	Filing Date	Reg. No.	Reg. Date
鳳凰	74/663,263	Apr. 19, 1995	2070383	Jun. 10, 1997
 午後の紅茶	78/633,057	May 19, 2005	3349549	Dec. 04, 2007
	85/594,376	Apr. 11, 2012	—	—
FIRE	85/594,389	Apr. 11, 2012	—	—