

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM725971

|   |  |                       |  |
|---|--|-----------------------|--|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |  |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |  |
| <b>CONVEYING PARTY DATA</b>   |  |                       |  |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>                     |
| Pabst Brewing Company, LLC  |  | 06/01/2021            | Limited Liability Company:<br>DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |  |
| <b>Name:</b>  | THE PFEIFFER BREWING COMPANY, INC.                 |                       |  |
| <b>Street Address:</b>  | 147 W. ASH AVENUE                                  |                       |  |
| <b>City:</b>  | FULLERTON  |                       |  |
| <b>State/Country:</b>   | CALIFORNIA   |                       |  |
| <b>Postal Code:</b>   | 92832  |                       |  |
| <b>Entity Type:</b>   | Corporation: CALIFORNIA                            |                       |  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |  |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |  |
| <b>Serial Number:</b>   | 86776949   | PFEIFFER'S FAMOUS     |  |
| <b>CORRESPONDENCE DATA</b>  |  |                       |  |
| <b>Fax Number:</b>  | 9492163074   |                       |  |
| <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> |  |                       |  |
| <b>Phone:</b>   | 9492163070   |                       |  |
| <b>Email:</b>   | bkinder@tklglaw.com                                |                       |  |
| <b>Correspondent Name:</b>  | Brian P. Kinder                                    |                       |  |
| <b>Address Line 1:</b>  | 19200 Von Karman Ave., Fourth Floor                |                       |  |
| <b>Address Line 4:</b>  | Irvine, CALIFORNIA 92612                           |                       |  |
| <b>NAME OF SUBMITTER:</b>   | Brian P. Kinder                                    |                       |  |
| <b>SIGNATURE:</b>   | /BPK/  |                       |  |
| <b>DATE SIGNED:</b>   | 05/05/2022   |                       |  |
| <b>Total Attachments: 2</b>   |  |                       |  |
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| source=2021.06.02 - Pfeiffer Assignment - Fully Executed#page2.tif  |  |                       |  |

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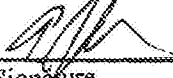
TRADEMARK ASSIGNMENT

WHEREAS, Pabst Brewing Company, LLC, a Delaware limited liability company having its principal place of business at 10635 Santa Monica Boulevard, Suite 350, Los Angeles, CA 90025 ("Transferor") is the owner of common law and registered rights in the trademarks listed on attached Assignment Agreement Exhibit A (collectively "the Pfeiffer Trademarks");

WHEREAS, Transferor desires to transfer any and all ownership which it has in the Pfeiffer Trademarks to The Pfeiffer Brewing Company, Inc., a California Corporation, having its principal place of business at 147 W. Ash Avenue, Fullerton, CA 92832, ("Transferee");

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Transferor hereby assigns to Transferee all rights, title and interest worldwide which it has in and to the Pfeiffer Trademarks together with the goodwill of the business symbolized by the Pfeiffer Trademarks and any registrations or applications therefor.


Pabst Brewing Company, LLC  
("Transferor")

  
\_\_\_\_\_  
Signature

ADAM J. SHER, GC  
\_\_\_\_\_  
Printed Name and Title

6.1.21  
\_\_\_\_\_  
Date

The Pfeiffer Brewing Company, Inc.  
("Transferee")

  
\_\_\_\_\_  
Signature

JOSEPH D PFEIFFER  
\_\_\_\_\_  
Printed Name and Title

6/5/2021  
\_\_\_\_\_  
Date

**EXHIBIT A TO TRADEMARK AGREEMENT**

Pfeiffer's and Pfeiffer's Famous Trademark Registration and Applications

| Mark                         | Country       | App./Reg. No.<br>App./Reg. Date             | Class Goods/Services   |
|------------------------------|---------------|---|--|
| <i>Pfeiffer's<br/>Famous</i> | United States | Reg. No. 320602<br>Reg. Date: Jan-1-1935    | Class 32: Malted beverage containing not more than the legal alcoholic content and liquid malt for making such beverages.  |
| PFEIFFER'S<br>FAMOUS         | United States | App. No. 86776949<br>App. Date: Oct-2-2015  | Class 32: Beer   |
| PFEIFFER'S                   | United States | App. No. 86634093<br>App. Date: May-19-2015 | Class 21: Ice buckets, beer buckets, drinking glasses, mugs, bottle openers, pitchers, serving trays not of precious metal |
| PFEIFFER'S                   | United States | App. No. 86625244<br>App. Date: May-11-2015 | Class 25: Clothing, namely, shirts, t-shirts, hats, shorts, jackets, sweaters, sweatshirts, sweatpants and footwear        |

*JJP*