

FORM PTO-1594

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name(s) of conveying party(ies):

Pabst Brewing Company

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership

Other: \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Merger
- Change of Name

Other: \_\_\_\_\_

Execution Date: July 31, 2001

2. Name(s) and address(es) of receiving party(ies):

Name: Red Bull GmbH

Address: Brunn 115, Fuschl Am See  
Austria

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation - (Austrian Corporation)
- Other:

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached?  Yes  No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

- 1,935,272
- 2,046,278
- 1,541,794
- 2,046,277

Additional numbers attached?  Yes  No

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

Name: Martin R. Greenstein

Address: TechMark

55 South Market Street

16<sup>th</sup> Floor, Suite 1630

San Jose, CA 95113

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41): \$ 115.00

- Enclosed
- Authorized to be charged to deposit account
- Authorized to be charged to deposit account only if fee is deficient

8. Deposit account number:

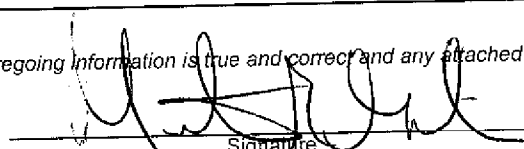
20-0330

DO NOT USE THIS SPACE

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.

Martin R. Greenstein  
Name of Person Signing



September 6, 2001  
Date

Total number of pages including cover sheet, attachments, and document: 6

U.S. TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective the 31st day of July, 2001 ("Effective Date"), from Pabst Brewing Company, a Delaware corporation located at 100 Shoreline Highway, Mill Valley, CA 94941 ("Assignor"), to Red Bull GmbH, an Austrian company, located at Brunn 115, Fuschl Am See, Austria ("Assignee").

WHEREAS, Assignor is the exclusive owner of all right, title and interest in and to certain United States trademarks and trademark applications listed on Schedule A annexed hereto; and

WHEREAS Assignee wishes to acquire from Assignor the entirety of Assignee's right, title and interest in and to such trademarks and trademark applications.

NOW, THEREFORE, for good and valuable consideration (including that recited in the Agreement for Sale of Trademarks dated as of July 31, \_\_\_\_\_, 2001, to which Assignor and Assignee are both parties), the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns forever, free and clear of all liens and encumbrances, Assignor's entire right, title and interest in the United States trademarks and trademark applications listed on Schedule A hereto (the "Trademarks"), together with the goodwill of Assignor's business appertaining thereto and/or symbolized thereby, all income, royalties, damages and payments now or hereafter due or payable in respect to the Trademarks, and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for future infringement and/or dilution of the Trademarks and the rights thereto.


Assignee authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue trademarks, to issue the same to the said Assignee, its successors and assigns, in accordance with the terms of this Agreement.

Assignee, its successors and assigns, shall hold the rights to the foregoing for and during the existence of such Trademarks, as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

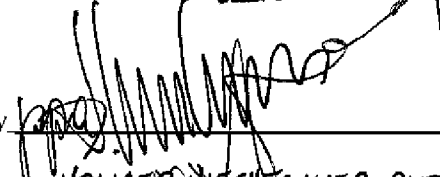
Assignor also shall, without further considerations, comply with all reasonable requests by Assignee, at no expense, to execute promptly any additional documents and to take promptly any further action necessary to vest good, valid and marketable title to the Trademarks in the Assignee.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on the date first written above.

ASSIGNOR:  
PABST BREWING COMPANY

By   
Name: Yeoryios C. Apallas  
Title: Vice President and General Counsel

ASSIGNEE: **Red Bull GmbH**  
A-5330 FUSCHL AM SEE · BRUNN 115  
RED BULL GmbH TEL. 0662-65 82-0 · FAX 0662-65 82-31

By   
Name: VOLKER VIECHTBAUER, RUDOLF THEIERL  
Title: PROCURISTS

**EXHIBIT "A"**

Trademark	Country	Status	Reg. #	Issue Date
RED BULL	US	Registered	1,935,272	November 14, 1995
RED BULL REPRESENTING'	US	Registered	2,046,278	March 18, 1 997
RED BULL (STYLIZED)	US	Registered	1,541,794	May 30, 1989
RED BULL REPRESENTING' THE REAL	US	Registered	2,046,277	March 18, 1 997

ACKNOWLEDGMENT

STATE OF CALIFORNIA

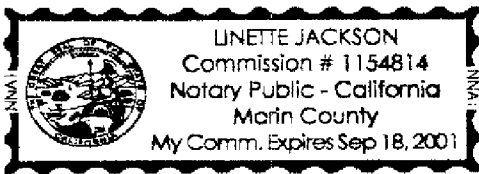
COUNTY OF MARIN

BEFORE ME, the undersigned authority, on this day personally appeared Yeoryios C. Apallas, in his official capacity as Vice President and General Counsel of Pabst Brewing Company, a Delaware corporation, known to me to be the officer whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed, that he was duly authorized to perform the same by appropriate resolution of the Board of Directors of such corporation for the purposes and consideration therein expressed as the act and deed of said corporation, and in the capacity therein stated.

The Notary acknowledges that ~~he~~/she (1) personally knows the acknowledging person, or (2) evidence of a witness or an identification card or other document was used to identify the acknowledging person.

Given under my hand and seal of office on this the 13<sup>th</sup> day of July, 2001.

(Notary Seal)



Linette Jackson  
Notary Public, State of California  
LINETTE JACKSON  
Printed Name of Notary  
Commission Expires: Sept. 18, 2001

## TRADEMARKS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Red Bull GmbH

Trademarks:	Reg Nos.:
RED BULL	1,935,272
RED BULL REPRESENTING'	2,046,278
RED BULL (Stylized)	1,541,794
RED BULL REPRESENTING' THE REAL	2,046,277

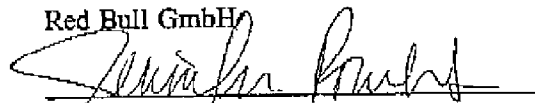
APPOINTMENT OF DOMESTIC REPRESENTATIVE

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Red Bull GmbH, an Austrian company doing business at Brunn 115, Fuschl Am See, Austria hereby designates Martin R. Greenstein, c/o TechMark, 55 South Market Street, Sixteenth Floor, San Jose, Calif, 95113, Tel: (408) 280-2233, as its representative upon whom notices or process in proceedings affecting the above registrations may be served.

Dated this 6<sup>th</sup> day of September, 2001.

Red Bull GmbH



By: Jennifer Powers  
Title: In-house Counsel

Martin R. Greenstein  
TechMark  
55 South Market Street, Sixteenth Floor  
San Jose, CA 95113  
(408) 280-2233  
E-Mail: MRG@TechMark.com  
Attorneys for Applicant