

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
General Brewing Company, LLC		09/30/2009	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Pabst Brewing Company
Street Address:	100 Shoreline Highway
City:	Mill Valley
State/Country:	CALIFORNIA
Postal Code:	94941
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	1872727	X
Registration Number:	1992300	LUCKY
Registration Number:	1526035	LUCKY LAGER BEER
Serial Number:	74697212	BULL DOG
Registration Number:	1896399	REGAL SELECT
Serial Number:	74485170	REGAL SELECT LAGER BEER
Serial Number:	74480317	L
Registration Number:	1972152	LUCKY
Serial Number:	74480174	STEINBRAU
Registration Number:	0540561	BREW "102"

CORRESPONDENCE DATA

Fax Number: (210)242-4620

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

900144527

**TRADEMARK
 REEL: 004072 FRAME: 0843**

CH \$265.00 1872727

Phone: 210-978-7764
Email: bnashpocket@jw.com
Correspondent Name: William B. Nash
Address Line 1: 112 E. Pecan Street, Suite 2400
Address Line 4: San Antonio, TEXAS 78205

ATTORNEY DOCKET NUMBER:	G-304191.142
NAME OF SUBMITTER:	William B. Nash
Signature:	/William B. Nash/
Date:	10/02/2009

Total Attachments: 4

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U. S. TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective this 30th day of September, 2009 (“Effective Date”), from General Brewing Company, LLC, a California Limited Liability Company located at 100 Shoreline Highway, Building B-395, Mill Valley, California 94941, U.S.A. (“Assignor”) to Pabst Brewing Company, a Delaware Corporation located at 100 Shoreline Highway, Mill Valley, California 94941, U.S.A. (“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 and Schedule B annexed thereto; and

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

NOW, THEREFORE, for good and valuable consideration, 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 and Schedule B attached 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 equity) and the right to sue, counterclaim and recover for past, present, and future infringement and/or dilution of the Trademarks and the rights thereto.

Assignor authorizes and requests the Commissioner of 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 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 consideration, 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 Assignee.

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

GENERAL BREWING COMPANY, LLC



By:

Name:




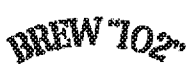
Title:

[Handwritten Signature]
NEOPYLO S C. PALLAS
Vice President and Secretary

SCHEDULE A

<u>Mark</u>	<u>Appl. Ser. No.</u>	<u>Application Filing Date</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Country</u>
	74/480,175	01/14/1994	1,872,727	01/10/1995	U.S.A.
LUCKY	74/480,318	01/14/1994	1,992,300	08/13/1996	U.S.A.
	73/734,777	06/17/1988	1,526,035	02/21/1989	U.S.A.

SCHEDULE B

<u>Mark</u>	<u>Appl. Ser. No.</u>	<u>Application Filing Date</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Country</u>
BULL DOG	74/697,212	07/03/1995			U.S.A.
REGAL SELECT	74/485,200	02/01/1994	1,896,399	05/30/1995	U.S.A.
	74/485,170	02/01/1994			U.S.A.
	74/480,317	01/14/1994			U.S.A.
	74/480,316	01/14/1994	1,972,152	05/07/1996	U.S.A.
STEINBRAU	74/480,174	01/14/1994			U.S.A.
	71/599,834	06/27/1950	540,561	04/03/1951	U.S.A.