

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
Falstaff Brewing Corporation		09/30/2009	CORPORATION: DELAWARE

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: 22

Property Type	Number	Word Mark
Serial Number:	78604614	BALLANTINE INDIA PALE ALE
Registration Number:	1888765	INDIA PALE ALE BALLANTINE
Registration Number:	2994051	BALLANTINE
Registration Number:	1883843	BALLANTINE INDIA PALE ALE
Registration Number:	1872725	
Registration Number:	1869863	FALSTAFF
Registration Number:	1872726	
Registration Number:	1887384	FALSTAFF LITE BEER
Registration Number:	0332889	PURITY BODY FLAVOR
Registration Number:	0920310	
Registration Number:	0623234	PURITY BODY FLAVOR
Registration Number:	0602807	BALLANTINE
Serial Number:	78609217	INDIA PALE ALE BALLANTINE
Registration Number:	2013410	BALLANTINE

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**TRADEMARK
 REEL: 004072 FRAME: 0849**

Registration Number:	2051330	TWISTED
Serial Number:	74627529	PEABODY'S
Serial Number:	74480167	BALLANTINE
Registration Number:	1879982	FALSTAFF NA
Registration Number:	1897678	FALSTAFF
Registration Number:	0803532	
Registration Number:	0623230	THE CHOICEST PRODUCT OF THE BREWER'S ART
Registration Number:	0317072	SUPER-X

CORRESPONDENCE DATA

Fax Number: (210)242-4620
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 210-978-7764
Email: bnash@docket@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 Falstaff Brewing Corporation, a Delaware Corporation 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

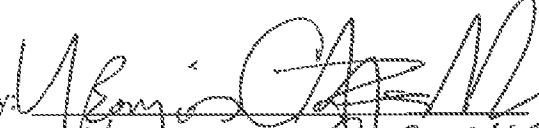
trademarks, to issue the same to the said Assignee, its successors and assigns, in accordance with this Agreement.

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.



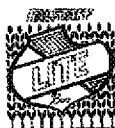




Assignor also shall, without further consideration, comply with all reasonable requests by Assignee, at no expense, to execute promptly any additional documents and to take promptly any further action necessary to vest good, valid and marketable title to the Trademarks in Assignee.

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





FALSTAFF BREWING CORPORATION

By: 
Name: NICHOLAS C. APALLAS
Title: 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>
BALLANTINE INDIA PALE ALE	78/604,614	04/08/2005			U.S.A.
BALLANTINE	76/603,906	07/26/2004	2,994,051	09/13/2005	U.S.A.
INDIA PALE ALE BALLANTINE	74/480,172	01/14/1994	1,888,765	04/11/1995	U.S.A.
BALLANTINE INDIA PALE ALE	74/480,171	01/14/1994	1,883,843	03/14/1995	U.S.A.
	74/480,170	01/14/1994	1,872,726	01/10/1995	U.S.A.
	74/480,169	01/14/1994	1,872,725	01/10/1995	U.S.A.
FALSTAFF	74/467,934	12/09/1993	1,869,863	12/27/1994	U.S.A.
	74/467,933	12/09/1993	1,887,384	04/04/1995	U.S.A.
	71/371,016	10/31/1935	332,889	03/03/1936	U.S.A.
	72/333,547	07/25/1969	920,310	09/14/1971	U.S.A.
	71/685,637	04/18/1955	623,234	03/13/1956	U.S.A.
	71/645,767	04/23/1953	602,807	03/01/1955	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>
	78/609,217	04/14/2005			U.S.A.
BALLANTINE	74/716,293	08/16/1995	2,013,410	11/05/1996	U.S.A.
TWISTED	74/641,488	03/03/1995	2,051,330	04/08/1997	U.S.A.
PEABODY'S	74/627,529	01/30/1995			U.S.A.
BALLANTINE	74/480,167	01/14/1994			U.S.A.
	74/467,937	12/09/1993	1,879,982	02/21/1995	U.S.A.
	74/467,936	12/09/1993	1,897,678	06/06/1995	U.S.A.
	72/215,491	04/01/1965	803,532	02/08/1966	U.S.A.
<i>The Cleanest Product of the Beverage Act</i>	71/647,923	05/29/1953	623,230	03/13/1956	U.S.A.
Super-X	71/352,074	05/31/1934	317,072	09/11/1934	U.S.A.