

Registered Oct. 15, 1940

Trade-Mark 381,905

Republished, under the Act of 1946, Nov. 23, 1948, by
G. Heileman Brewing Co., La Crosse, Wis.

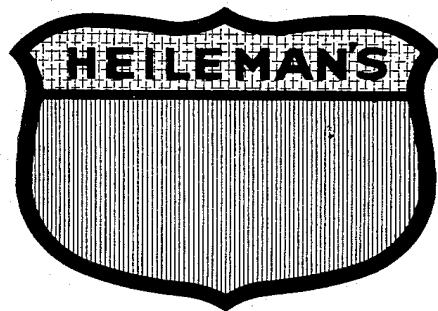
Affidavit under Section 8 accepted.
Affidavit under Section 15 received, Apr. 1, 1954.

UNITED STATES PATENT OFFICE

G. Heileman Brewing Co., La Crosse, Wis.

Act of February 20, 1905

Application October 4, 1939, Serial No. 424,199



STATEMENT

To the Commissioner of Patents:

G. Heileman Brewing Co., a corporation duly organized and existing under the laws of the State of Delaware, located and doing business in the city of La Crosse, county of La Crosse, and State of Wisconsin, has adopted and used the trade-mark shown in the accompanying drawing, for BEER, in Class 48, Malt beverages and liquors, and presents herewith five specimens showing the trade-mark as actually used by applicant upon the goods, and requests that the same be registered in the United States Patent Office, in accordance with the act of February 20, 1905, as amended.

The illustration of a shield as a trade-mark has been continuously used and applied to said goods in applicant's and its predecessor's business since January 1, 1902, and in the particular form shown since September 1, 1936.

The trade-mark is applied or affixed to the

container for the goods by means of printed or lithographed labels upon which the trade-mark is shown.

The drawing is lined to indicate the colors red and yellow.

The undersigned hereby appoints the firm of Charles W. Hills (consisting of Charles W. Hills, Charles W. Hills, Jr., Carlton Hill, Alexander C. Mabee, Benjamin H. Sherman, and Charles F. Meroni), of 1414 Monadnock Block, Chicago, Illinois, registered No. 11,749, its attorneys to prosecute this application for registration with full power of substitution and revocation, to make alterations and amendments therein, to sign the drawing, to receive the certificate of registration, and to transact all business in the Patent Office connected therewith.

G. HEILEMAN BREWING CO.,
By ALBERT J. BATES,
Its Pres.