

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re)
)
Application Serial No. 78/085,399:)
THE COLDEST BEER ON THE PLANET)
)
Published in the *Official Gazette* of March)
19, 2002, at TM 729 in International)
Class 42)
)

To: Commissioner for Trademarks
BOX TTAB NO FEE
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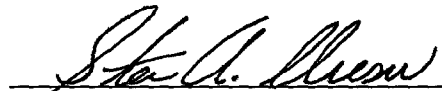
POWER OF ATTORNEY

The applicant hereby appoints the following member of the Bar of the State of North Carolina as its attorney with full power to prosecute the above-captioned application to register, to transact all business in the Patent and Trademark office in connection therewith and to receive the Certificate of Registration:

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Date: 7-22-02

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August 7, 2002

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08-09-2002

U.S. Patent & TMO/TM Mail Rcpt Dt. #70

**Re: Application Serial No. 78/085,399:
THE COLDEST BEER ON THE PLANET
Power of Attorney**

Dear Commissioner:

Enclosed please find a Power of Attorney to be filed in association with the above-captioned trademark application.

If any questions should arise during the course of your consideration of this matter, it is respectfully requested that you communicate with this office.

Sincerely,

**BROOKS, PIERCE, McLENDON,
HUMPHREY & LEONARD, L.L.P.**

[Signature]
Coe W. Ramsey
Counsel to Steven A. Iliescu

CWR/jek
Enclosure