

APPL'N No./No DEM. 1 320 755

OPPOSED/EN OPPOSITION

FILING DATE/DATE DE PRODUCTION:

19 oct/Oct 2006

CURRENT OWNER/PROPRIÉTAIRE COURANT:

2008474 Ontario Inc.
600 King Street West
Toronto
ONTARIO
M5V 1M3

AGENT/REP FOR SERVICE/REP POUR SIGNIFICATION:

GOWLING LAFLEUR HENDERSON LLP
SUITE 1600
1 FIRST CANADIAN PLACE
100 KING STREET WEST
TORONTO
ONTARIO M5X 1G5
ATTENTION: Christopher J. Pibus

TRADE-MARK/MARQUE DE COMMERCE:

BLUE MOON

WARES/MARCHANDISES:

Sweatshirts, t-shirts, hats, shorts, track suits, alcoholic beverages, namely beer.

CLAIMS/REVENDEICATIONS:

Proposed Use in CANADA on wares.