

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of: )  
 )  
 Randy D. Guenther ) RECORDATION OF ASSIGNMENT  
 )  
 Serial No.: 29/216,039 )  
 )  
 Filed: October 27, 2004 )  
 )  
 Atty. File No.: 4064-13 )  
 )  
 For: BEVERAGE HOLDER )

Mail Stop Assignment Recordation Services  
Director of the U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313

Dear Sir:

Please record the attached original documents or copy thereof:

- 1. Name of conveying party(ies):  
Randy D. Guenther
- 2. Name and address of receiving party(ies):  
Coors Brewing Company  
311 10<sup>th</sup> Street  
Golden, Colorado 80401

- 3. Nature of Conveyance:  

<input checked="" type="checkbox"/>	Assignment	<input type="checkbox"/>	Merger
<input type="checkbox"/>	Security Agreement	<input type="checkbox"/>	Change of Name

Execution Date: October 22, 2004

- 4. Application number(s) or patent number(s)

If this document is being filed together with a new application, the execution date of the application is:  
A. Patent Application No.(s): 29/216,039

CH \$40.00 191970 29216039

A. Patent Application No.(s): 29/216,039

5. Name and address of party to whom correspondence concerning documents should be mailed:

Brent P. Johnson  
Sheridan Ross P.C.  
1560 Broadway, Suite 1200  
Denver, Colorado 80202-5141

6. Total number of applications and patents involved: 1.

7. Total fee (37 CFR 3.41).....\$40.00.  
[X] Any deficiency in payment of recording fee is authorized to be charged to deposit account.  
[X] Authorized to be charged to deposit account.

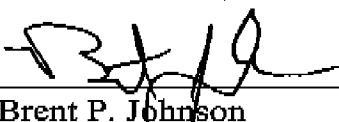
8. Deposit account number: 19-1970.

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Total number of pages including cover sheet, attachments and document: 4  
Respectfully submitted,

SHERIDAN ROSS P.C.

By:   
Brent P. Johnson  
Registration No. 38,031  
1560 Broadway, Suite 1200  
Denver, Colorado 80202-5141  
(303) 863-9700


12/9/04

ASSIGNMENT

WHEREAS, I, Randall D. Guenther of 3550 Parfet Street, Wheatridge, Colorado 80033, have invented a certain new and useful invention entitled BEVERAGE HOLDER for which an application for Letters Patent of the United States has been prepared for filing, said application being identified as Attorney File No. 4064-13 and executed on even date herewith;

NOW THEREFORE, be it known that I, the said inventor, for and in consideration of certain good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, at the request of the assignee do sell, assign and transfer unto said assignee, Coors Brewing Company, a Colorado corporation having a place of business at 311 10<sup>th</sup> Street, Golden, Colorado 80401, its successors, legal representatives and assigns, the aforesaid application for the territory of the United States of America and all continuation, divisional, continuation-in-part and reissue applications, all patent applications in foreign countries, all applications pursuant to the Patent Cooperation Treaty and all applications for extension filed or to be filed for the invention, and all Letters Patent, Invention Registrations, Utility Models, Extensions or Reissues and other patent rights, obtained for the invention in the United States or any other country; I also assign any right, title or interest in and to the said invention which has not already been transferred to the assignee, I warrant that I have made no assignment of the invention, application or patent therefor to a party other than Coors Brewing Company and I am under no obligation to make any assignment of the invention, application, or patent therefor to any other party; and I further agree to cooperate with the assignee hereunder in the obtaining and sustaining of any and all such Letters Patent and in confirming assignee's exclusive ownership of the invention, but at the expense of said assignee.

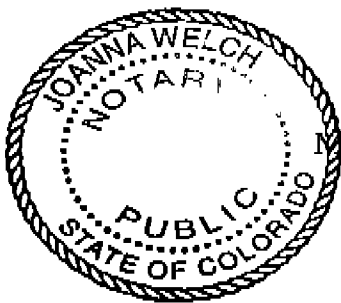
IN WITNESS WHEREOF, the party hereto has executed this Assignment as of the date indicated hereunder.

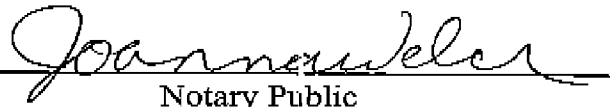
Date: 10/22/04 By:   
Randall D. Guenther

STATE OF Colorado )  
 ) ss.  
COUNTY OF Jefferson )

Before me, a Notary Public in and for said County and State, personally appeared Randall D. Guenther, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

Given under my hand and seal of office this 22 day of October, 2004.



  
Notary Public  
My Commission Expires: 9.10.06