

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Coors Worldwide, Inc.	06/01/2004
RECEIVING PARTY DATA	
Name:	Coors EMEA Properties, Inc.
Street Address:	165 South Union Blvd.
Internal Address:	Suite 170
City:	Lakewood
State/Country:	COLORADO
Postal Code:	80228
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10310458
CORRESPONDENCE DATA	
Fax Number:	(202)639-7890
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(202) 639-7700
Email:	james.arpin@bakerbotts.com
Correspondent Name:	James B. Arpin
Address Line 1:	1299 Pennsylvania Avenue, NW
Address Line 2:	The Warner
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-2400
ATTORNEY DOCKET NUMBER:	072819.0139
NAME OF SUBMITTER:	James B. Arpin, Reg. No. 33,470
Total Attachments: 6 source=1stgreementSFX2D85#page1.tif source=1stgreementSFX2D85#page2.tif	

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THIS AGREEMENT is dated June 1, 2004 and made

BETWEEN

- (1) **Coors Worldwide, Inc.**, (the "Assignor"), a Colorado corporation, whose principal place of business is 311 10th Street, Golden, Colorado, USA; and
- (2) **Coors EMEA Properties, Inc.**, (the "Assignee") a Colorado corporation having an office at 165 South Union Blvd., Suite 170, Lakewood, Colorado, USA.

Background:

The Assignor has agreed to assign the Marks, Patents, Registered Designs and Assigned Rights to the Assignee.

The parties agree that:

1. In this Agreement, the following terms shall have the following meanings:

"Assigned Rights" means all unregistered Intellectual Property owned by Assignor, except the name and mark Coors Worldwide, Inc.

"Intellectual Property" means all patents, trademarks, service marks, rights in designs, trade or business names, domain names, copyright (including rights in computer software), trade secrets, topography rights, know-how, secret formulae, recipes and processes, yeast strains, lists of suppliers and customers and other confidential and proprietary knowledge and information, rights protecting goodwill and reputation, database rights (whether or not any of these is registered and including applications for registration of any such thing) and all rights and forms of protection of a similar nature to any of the foregoing or having equivalent effect anywhere in the world.

"Marks" means the registered trademarks, registered service marks, trademark applications and service mark applications owned by Assignor, including without limitation the registered trademarks, registered service marks, trademark applications and service mark applications which appear in Schedule 1, including any goodwill or common law rights which are connected with or attached to the same.

"Patents" means the patents and patent applications, details of which appear in Schedule 2.

"Registered Designs" means the registered design registrations and design applications, details of which appear in Schedule 3.

2. Assignment of Marks

The Assignor assigns all its rights, title and interest in the Marks to the Assignee, including, without limitation:

- (A) all goodwill and common law rights connected with or attached to the Marks;
- (B) all rights to bring any proceedings and obtain any remedy in respect of any infringement of the Marks which has occurred prior to the date of this Agreement;
- (C) all rights to claim priority from the Marks; and
- (D) all rights to any extensions, renewals or amendments of the Marks.

3. Assignment of Patents

The Assignor assigns all of its right, title and interest in the Patents to the Assignee, including, without limitation:

- (A) all rights to bring any proceedings and obtain any remedy in respect of any infringement of the Patents which has occurred prior to the date of this Agreement;
- (B) all rights to claim priority from the Patents and file patent applications in respect of the inventions disclosed by the Patents; and
- (C) all rights to any continuations, continuations in part, divisions, extensions, amendments, conversions, reissues, re-examinations, renewals or restorations of the Patents.

4. Assignment of Registered Designs

The Assignor assigns all its right, title and interest in the Registered Designs to the Assignee, including, without limitation:

- (A) all rights to bring any proceedings and obtain any remedy in respect of any infringement of the Registered Designs which has occurred prior to the date of this Agreement;
- (B) all rights to claim priority from the Registered Designs and file registered design applications in respect of any aspect of the designs disclosed by the Registered Designs; and
- (C) all rights to any extensions, renewals or restorations of the Registered Designs.

5. Assignment of Assigned Rights

The Assignor assigns all its right, title and interest in the Assigned Rights to the Assignee, including, without limitation:

- (A) all rights to bring any proceedings and obtain any remedy in respect of any infringement or other violation of the Assigned Rights which has occurred prior to the date of this Agreement;
- (B) all rights to any extensions, renewals or restorations of the Assigned Rights; and

- (C) all rights to apply for any registrations of the subject matter of the Assigned Rights.

6. Consideration

In consideration of the assignments in clauses 2, 3, 4 and 5, the Assignee will pay to the Assignor the sum of [REDACTED] within a period of seven (7) days, beginning on the day after the complete execution of this Agreement, unless otherwise agreed by the parties. In the event that payment is not made within the seven (7) day period, Assignee will also pay interest at a rate to be determined by agreement of the parties.

7. Taxes

Any sum payable under this Agreement is expressed exclusive of any amount in respect of applicable taxes.

8. Further Assistance

The Assignor shall promptly do all such things and execute all such documents as may be reasonably required by the Assignee in order:

- (A) to perfect or confirm the Assignee's ownership of the Marks, Patents, Registered Designs and Assigned Rights;
- (B) to ensure that the Assignee is registered or otherwise identified as the proprietor of the Marks, Patents and Registered Designs with the relevant governmental entities; and
- (C) to give the Assignee the full benefit of this Agreement.

9. Reimbursement

The Assignee shall reimburse the Assignor for any reasonable disbursements incurred by the Assignor in complying with the requirements of the Assignee under clause 8, except for any costs relating to the execution of any documents by the Assignor.

10. Law and Jurisdiction

This Agreement shall be governed by and construed in accordance with the laws of the State of Colorado, USA. In relation to any legal action or proceedings to enforce this Agreement or arising out of or in connection with this Agreement ("Proceedings"), each of the parties submits to the jurisdiction of the state and federal courts located in the state of Colorado, U.S.A. and waives any objection to Proceedings in such courts on the grounds of venue or on the grounds that the Proceedings have been brought in an inappropriate forum. If any provision of this Agreement is or becomes invalid or unenforceable, the validity and enforceability of the remaining provisions of this Agreement shall not in any way be affected or impaired. The invalid or unenforceable

provision shall be replaced with a valid provision that approximates economically to the invalid or unenforceable provision as closely as possible.

11. Effective Date

This Agreement and the assignments herein shall be effective as of June 1, 2004, unless otherwise agreed by the parties.

IN WITNESS WHEREOF the duly authorized representatives of the parties have signed this Agreement on the date first before written.

Coors Worldwide, Inc.

By: 

Name: PETER SWWBURN

Title: Director & President

Date: JUNE 10, 2004

Coors EMEA Properties, Inc.

By: 

Name: PATTI L. ZENK

Title: PRESIDENT

Date: June 10, 2004

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Schedule 2

Coors Worldwide, Inc. - Patent Applications and Issued Patents

Description	Country	Filing Date	Application No.	Final No.	Expiration
ARC - Noah	United Kingdom				
ARC 3	United Kingdom				
ARC2 - No Glycol	Brazil	23 May 03	PI 0304872-1		
ARC2 - No Glycol	PCT	23 May 03	PCT/GB20 03/002241		
Add-Ons to Riffat Concept	USA	22 Jan 99	235 847	6 151 911	22 Jan 19
Adjustable Orifice Plate	United Kingdom	08 Jun 96	9612029.0	2 313 824	08 Jun 16
Adsorption - No Riffat	United Kingdom	21 Sep 98	9820361.5	2 329 461	21 Sep 18
Adsorption - No Riffat - Method of Cooling	United Kingdom	21 Sep 98	0125285.7	2 365 107	21 Sep 18
Adsorption - No Riffat	USA	18 Sep 98	156 969	6 141 970	18 Sep 18
Adsorption-No Riffat - Beverage Container	United Kingdom	21 Sep 98	0125283.2	2 365 106	21 Sep 18
Alton Propogator	United Kingdom	10 Mar 95	9504902.9	2 298 651	10 Mar 15
Beer Mat	United Kingdom	28 Aug 03	0320108.4		
Can Cooling - Mixture	United Kingdom	20 Sep 97	9720006.7	2 329 459	20 Sep 17
Cinema and Light Show	Canada	17 Apr 03	2 425 856		
Cinema and Light Show	United Kingdom	09 Jul 01	0116626.3		
Cinema and Light Show	USA	08 Jan 03	10/338 315		
Dispense Apparatus & 0.9mm Holes (Div).	United Kingdom	11 May 95	9723489.2	2 318 112	11 May 15
Enclosure Vacuum/Bottom Fill	United Kingdom	09 Jul 01	0116632.1		
Evolution of Dissolved Gas	United Kingdom	20 Sep 97	9720009.1	2 329 392	20 Sep 17
Flash Conditioning	United Kingdom	26 Oct 95	9521911.9	2 294 944	26 Oct 15

TITANIC - Mechanical Vibration	United Kingdom	09 Jul 01	0116621.4		
TITANIC - Printed Glasses	United Kingdom	09 Jul 01	0116624.8	2 364 515	09 Jul 21
TITANIC - Second Generation	Australia	17 Nov 99	11695/00		
TITANIC - Second Generation	Brazil	17 Nov 99	PI 9917559.2		
TITANIC - Second Generation	Canada	17 Nov 99	2 391 876		
TITANIC - Second Generation	China	17 Nov 99	99817045. 3		
TITANIC - Second Generation	Europe	17 Nov 99	99974192. 9		
TITANIC - Second Generation	United Kingdom	17 Nov 99	0213557.2		
TITANIC - Second Generation	Hong Kong	20 Feb 03	003101298 .4		
TITANIC - Second Generation	Japan	17 Nov 99	2001- 539060		
TITANIC - Second Generation	Singapore	17 Nov 99	200202865 .2		
TITANIC - Second Generation	USA	17 Nov 99	10/150 463		
TITANIC - Second Generation	South Africa	17 Nov 99	2002/4309		
TITANIC Draught - Ice from Beverage in a Vessel - Div 5	United Kingdom	14 May 99	0126685.7	2 368 114	14 May 19
TITANIC Draught-DIV 1 - Beer per se	USA	14 May 99	10/310 455		
TITANIC Draught-Div II - Method of Keeping Beverage Cool	USA	14 May 99	10/310 458		

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RECORDED: 06/15/2006

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