

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Ray Alan Toms		11/10/2006
RECEIVING PARTY DATA		
Name:	Coors Brewing Company	
Street Address:	311 10th Street	
City:	Golden	
State/Country:	COLORADO	
Postal Code:	80401	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11559766	
CORRESPONDENCE DATA		
Fax Number:	(303)863-0223	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(303) 764-3027	
Email:	caschenbrenner@sheridanross.com	
Correspondent Name:	Sheridan Ross P.C.	
Address Line 1:	1560 Broadway	
Address Line 2:	Suite 1200	
Address Line 4:	Denver, COLORADO 80202	
ATTORNEY DOCKET NUMBER:	4064-27	
NAME OF SUBMITTER:	Brent P. Johnson	
Total Attachments: 1 source=ASSIGN_INV_CBC.wpd#page1.tif		

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PATENT  
REEL: 018756 FRAME: 0742

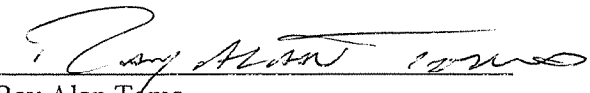
ASSIGNMENT

WHEREAS, I, Ray Alan Toms, of 24075 High Meadow Drive, Golden, Colorado 80401, have invented a certain new and useful invention entitled "CONTAINER WITH INSULATIVE LABEL" for which an application for Letters Patent of the United States has been prepared and filed on 11/14/2006, receiving Serial No. 11/559,766, and further identified as Attorney Attorney File No. 4064-28;

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.

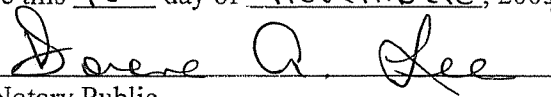
Date: 11/10/06

By:   
Ray Alan Toms

STATE OF COLORADO )  
 ) ss.  
COUNTY OF JEFFERSON )

Before me, a Notary Public in and for said County and State, personally appeared Ray Alan Toms, 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 10<sup>th</sup> day of NOVEMBER, 2006.

  
Notary Public

My Commission Expires: April 29, 2008