

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Molson Canada 2005	07/09/2007
RECEIVING PARTY DATA	
Name:	A. Richard Dupuis
Street Address:	365 Rouge Hill Court
City:	Pickering, Ontario
State/Country:	CANADA
Postal Code:	L1V 6L5
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	5625347
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Total Attachments: 3 source=2102192#page1.tif source=2102192#page2.tif source=2102192#page3.tif	

CH \$40.00 5625347

ASSIGNMENT OF PATENTS

WHEREAS, Molson Canada 2005 (hereinafter referred to as "Assignor"), a partnership duly organized and existing under the laws of the Province of Ontario, Canada, whose full post office address is **33 Carlingview Drive, Toronto, Ontario, M9W 5E4**, is the owner of the entire right, title and interest in and to the patents and patent applications and the inventions described and claimed therein as listed in Schedule "A" attached hereto (the "Patents"); and

WHEREAS, A. Richard Dupuis (hereinafter referred to as "Assignee"), an individual residing at 365 Rouge Hill Court, Pickering, Ontario L1V 6L5, is desirous of acquiring the entire right, title and interest in, to and under the Patents;

NOW, THEREFORE, for good and valuable consideration, the receipt whereof is hereby acknowledged, Assignor does hereby sell, assign and set over unto Assignee the entire right, title and interest in and to the Patents and any and all divisions, renewals, extensions, completions, and reissues for the Patents, and in, to and under any and all Letters Patent which may be granted on or as a result of any issues, reissues, examinations or re-examinations of the Patents, the same to be held and enjoyed by Assignee, its successors, assigns or legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

AND ASSIGNOR HEREBY COVENANTS AND AGREES that it will execute or procure any further necessary assurance of the title to the Patents and that it will at any time upon the reasonable request and at the expense of Assignee execute and deliver any and all documents that may be necessary or desirable to perfect the Assignee's title to the Patents and will at any time upon the reasonable request of Assignee, its successors, assigns or other legal representatives testify in any legal proceeding, sign all lawful documents, execute any additional divisional, renewal, extension, completion or reissue applications for the Patents or any part or parts thereof, make all rightful oaths and generally do all lawful acts to aid Assignee, its successors, assigns or other legal representatives to obtain and enforce patent protection in the Patents without further compensation but at the expense of Assignee, its successors, assigns or other legal representatives.

EXECUTED AT Toronto, Ontario, this 9th day of July, 2007.

MOLSON CANADA 2005

By: *Mark Hunter*
Name: Mark Hunter
Title: Chief Commercial Officer

By: *Lori A. Ball*
Name: Lori A. Ball
Title: Secretary

SCHEDULE "A"

Device for Delivering an Audible Message (Electronic Bottle Cap)

Country	Application No.	Registration No.	Application Date	Registration Date
Canada	2,106,528	2,106,528	1993/09/20	1995/06/20
United States	08/236,332	5,625,347	1994/05/02	1997/04/29
U.K.	9418509.7	2,282,366	1994/09/14	1997/04/09
Australia	73077/94	693.464	1994/09/19	1998/11/05