

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Coors European Properties GmbH	05/20/2008
RECEIVING PARTY DATA	
Name:	Coors Brewing Company
Street Address:	1225 17th Street
Internal Address:	Suite 3200
City:	Denver
State/Country:	COLORADO
Postal Code:	80202
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	11366898
Application Number:	11062606
CORRESPONDENCE DATA	
Fax Number:	(303)863-0223
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	303-863-9700
Email:	bjohnson@sheridanross.com
Correspondent Name:	Brent P. Johnson
Address Line 1:	1560 Broadway
Address Line 2:	Suite 1200
Address Line 4:	Denver, COLORADO 80202
ATTORNEY DOCKET NUMBER:	4064-53 AND 4064-54
NAME OF SUBMITTER:	Brent P. Johnson
Total Attachments: 5 source=Assignment#page1.tif	

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ASSIGNMENT AGREEMENT

This Assignment Agreement is made by and between Coors European Properties GmbH, an Austrian company with offices at Pestalozzistrasse, 8201 Schaffhausen, Switzerland ("CEP"), and Coors Brewing Company, a Colorado corporation with offices at 1225 17th Street, Suite 3200, Denver, Colorado 80202 ("CBC") and shall be effective as of May 27, 2008 (the Effective Date").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

1. As used in this Agreement, "CEP Intellectual Property" means all trademarks, service marks, trade names, trade dress, domain names, copyrights, designs, patents and trade secrets owned by CEP, including, without limitation, all applicable registrations thereof, all applications to register any of the foregoing, all issued patents and patent applications, and all of the trademarks, designs and patents identified and listed on Schedules A, B and C attached hereto.
2. CEP does hereby assign, transfer and convey unto CBC all of its right, title and interest in and to the CEP Intellectual Property, including, without limitation, all goodwill of the business symbolized by the CEP Intellectual Property, as of the Effective Date.
3. The rights assigned to CBC under this Agreement include, without limitation,
 - a) all rights to any renewals, extensions or amendments to CEP Intellectual Property;
 - b) all rights to claim priority from CEP Intellectual Property;
 - c) all rights to any continuations, continuations in part, divisions, extensions, amendments, conversions, reissues, re-examinations, renewals or restorations of CEP Intellectual Property; and
 - d) all rights to bring any actions or proceedings and obtain any remedy with respect to any infringement, misappropriation or other violation of any CEP Intellectual Property prior to assignment of such CEP Intellectual Property to CBC.
4. CBC hereby assumes all liabilities and obligations in connection with the assignments described in this Agreement, except as otherwise agreed in writing between the parties.
5. CEP agrees to take whatever further action is deemed necessary or appropriate by CBC to properly and completely effect and evidence the transfer to CBC of the CEP Intellectual Property and to establish full custody of such CEP Intellectual Property by CBC, including without limitation, the execution of additional assignments and other documents as may be necessary to record or evidence the transfer to CBC of the CEP Intellectual Property.
6. This Assignment Agreement shall be governed by Colorado law.

IN WITNESS WHEREOF, the parties hereto, through their respective authorized officers, have executed this Assignment Agreement.

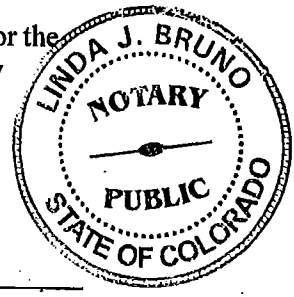
COORS EUROPEAN PROPERTIES GmbH

By: Patti Zenk Beacom
Name: PATTI ZENK BEACOM
Title: MANAGING DIRECTOR

State of Colorado)
County of Denver) ss.

Before me, a Notary Public in and for said County and State, personally appeared Patti Zenk Beacom who acknowledged himself/herself to be the Managing Director of Coors European Properties GmbH and that he/she, as such Managing Director, being authorized to do so, executed the foregoing instrument for the purposes and considerations therein expressed, by signing the name of the company by himself/herself as Managing Director

Given under my hand and seal of office this 20th day of May, 2008.



Linda J. Bruno
My Commission Expires Nov. 12, 2011

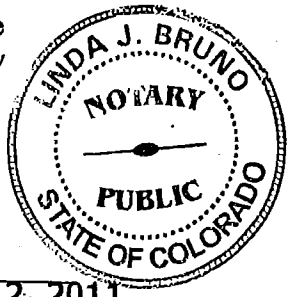
COORS BREWING COMPANY

By: Sam Walker
Name: Sam Walker
Title: Director

State of Colorado)
County of Denver) ss.

Before me, a Notary Public in and for said County and State, personally appeared Sam Walker who acknowledged himself/herself to be the Director of Coors Brewing Company and that he/she, as such Director, being authorized to do so, executed the foregoing instrument for the purposes and considerations therein expressed, by signing the name of the corporation by himself/herself as Director.

Given under my hand and seal of office this 20th day of May, 2008.



Linda J. Bruno
My Commission Expires Nov. 12, 2011

Schedule C
Patents

Country	Short Title	Filed	Application Number	Final Number	Expiry
Australia	TITANIC - Second Generation	17-Nov-99	11695/00	778 170	17-Nov-19
Australia	Titanic Draught	14-May-99	39429/99	762 393	14-May-19
Brazil	ARC2 - No Glycol	23-May-03	PI 0304872-1		
Brazil	TITANIC - Second Generation	17-Nov-99	PI 9917559.2		
Canada	ARC2 - No Glycol	23-May-03	2 493 892		
Canada	TITANIC - Second Generation	17-Nov-99	2 391 876		
Canada	Titanic Draught	14-May-99	2 332 291		
Europe	TITANIC - Second Generation	17-Nov-99	99974192.9		
France	Titanic Draught	14-May-99	99922326.6	1 078 038 (E)	14-May-19
Germany	Titanic Draught	14-May-99	99922326.6	699 09 779.7	14-May-19
Gibraltar	Two-Hole Widget	18-Jun-99	455	455	25-Aug-14
Greece	Titanic Draught	14-May-99	99922326.6	1 078 038 (E)	14-May-19
Hong Kong	TITANIC - Second Generation	20-Feb-03	003101298.4		
Ireland	Titanic Draught	14-May-99	99922326.6	1 078 038 (E)	14-May-19
Italy	Titanic Draught	14-May-99	99922326.6	1 078 038 (E)	14-May-19
Japan	TITANIC - Second Generation	17-Nov-99	2001-539060		
Japan	Titanic Draught	14-May-99	2000-549700		
Portugal	Titanic Draught	14-May-99	99922326.6	1 078 038 (E)	14-May-19
Russian Federation	ARC2 - No Glycol	23-May-03	2004 138 091	2 309 117	23-May-23
Singapore	TITANIC - Second Generation	17-Nov-99	200202865.2	P-No. 89011	17-Nov-19
Singapore	Titanic Draught	14-May-99	200006408.9	P-No. 77030	14-May-19
South Africa	TITANIC - Second Generation	17-Nov-99	2002/4309	2002/4309	17-Nov-19
South Africa	Titanic Draught	14-May-99	2000/6541	2000/6541	14-May-19
Spain	Titanic Draught	14-May-99	99922326.6	1 078 038 (E)	14-May-19
The Netherlands	Titanic Draught	14-May-99	99922326.6	1 078 038 (E)	14-May-19
United Kingdom	Adjustable Orifice Plate	8-Jun-96	9612029.0	2 313 824	8-Jun-16
United Kingdom	ARC2 - No Glycol	23-May-03	0425613.7	2 406 086	23-May-23
United Kingdom	Dispense Apparatus & 0.9mm Holes (Div).	11-May-95	9723489.2	2 318 112	11-May-15

Country	Short Title	Filed	Application Number	Final Number	Expiry
United Kingdom	Flash Conditioning	26-Oct-95	952191.9	2 294 944	26-Oct-15
United Kingdom	Flavoured Ice/Ice Stream	9-Jul-01	0116625.5	2 369 610	9-Jul-21
United Kingdom	Fob Reduction at End of Dispense	14-Mar-01	0106196.9	2 373 198	14-Mar-21
United Kingdom	Gas Fire	11-May-95	9509571.7	2 289 425	11-May-15
United Kingdom	Gas Pump/No Pipe Restriction	30-Nov-04	0426198.8	2 420 553	30-Nov-24
United Kingdom	Glass Cooling	9-Jul-01	0116631.3	2 368 113	9-Jul-21
United Kingdom	Inducing Evolution of Bubbles	25-Jun-92	9213491.5	2 258 802	25-Jun-12
United Kingdom	Kesk II	11-May-95	9509570.9	2 289 477	11-May-15
United Kingdom	TITANIC - Font	9-Jul-01	0116623.0	2 369 106	9-Jul-21
United Kingdom	TITANIC - Second Generation	17-Nov-99	0213557.2	2 373 567	17-Nov-19
United Kingdom	Titanic Bottle	14-May-99	99922321.7	1 078 037 (E)	14-May-19
United Kingdom	Titanic Draught	14-May-99	99922326.6	1 078 038 (E)	14-May-19
United Kingdom	Titanic Draught	14-May-99	9928225.3	2 340 924	14-May-19
United Kingdom	Titanic Draught - Div 1	14-May-99	0027452.2	2 353 348	14-May-19
United Kingdom	Titanic Draught - Div 2	14-May-99	0027459.7	2 353 350	14-May-19
United Kingdom	Titanic Draught - Div 3	14-May-99	0027457.1	2 353 349	14-May-19
United Kingdom	Titanic Draught - Div 4	14-May-99	0027454.8	2 353 587	14-May-19
United Kingdom	TITANIC Draught - Ice from Beverage in a Vessel - Div 5	14-May-99	0126685.7	2 368 114	14-May-19
United Kingdom	TITANIC Draught Div 6: Ice in Open Topped Drinking Vessel	14-May-99	0130258.7	2 367 611	14-May-19
United Kingdom	Zero Can Cooler	1-Aug-97	9716145.9	2 316 159	1-Aug-17
USA	ARC2 - No Glycol	23-May-03	10/514 677		
USA	Flavoured Ice/Ice Stream	6-Jan-03	10/337 037	6 763 672	6-Jan-23
USA	Glass Cooling	6-Jan-03	10/337 036	6 925 816	6-Jan-23
USA	Image Capture	8-Jan-03	10/338 437		
USA	Rotating Glass Head Control	16-Apr-02	10/123 385	6 648 025	16-Apr-22
USA	TITANIC - Second Generation	17-Nov-99	10/150 463		
USA	Titanic Draught	14-May-99	700 512	7 244 458	14-May-19
USA	Titanic Draught (C-I-P1)	14-May-99	11/062 606		
USA	Titanic Draught (C-I-P2)	14-May-99	11/062 607		
USA	TITANIC Draught-DIV 1 - Beer per se	14-May-99	10/310 455	7 241 464	10-Feb-20
USA	TITANIC Draught-Div II - Method of Keeping Beverage Cool	14-May-99	10/310 458	6 974 598	14-May-19

Country	Short Title	Filed	Application Number	Final Number	Expiry
USA	TITANIC Draught-Div III - Apparatus for Supplying Beverage	14-May-99	11/366 898		
USA	Two-Hole Widget	25-Aug-94	436 226	5 683 732	25-Aug-14