

07-21-1999

Attorney Docket No. 17201-000000

FORM PTO-1594
1-31-92

RE



U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

To the Honorable Commissioner of Patents and Trademarks

101097654

or copy thereof.

1. Name of conveying party(ies):

COORS CERAMICON DESIGNS, LTD. *WRD 2-16-99*

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State: Colorado
- Other

Additional name(s) of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Name: COORS PORCELAIN COMPANY dba COORS CERAMICS COMPANY

Internal Address:

Street Address: 16000 Table Mountain Parkway

City: Golden State: CO ZIP: 80403

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State: Colorado
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designation must be a separate document from Assignment)

Additional names and addresses attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other:

Execution Date: JULY 9, 1999

4. Application Number(s) or Registration Number(s).

A. Trademark Application No(s):

B. Trademark Registration No(s): 1,791,002; 1,627,124; 1,783,440; 1,787,361; 1,820,618; 1,285,245 988,664; 988,663; 896,044

Additional numbers attached? Yes No

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

Name: Darin J. Gibby
TOWNSEND AND TOWNSEND AND CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, California 94111-3834
(303/571-4000)

6. Total number of applications and registrations involved 9

7. Total fee (37 CFR 3.41): \$240.00

240E

- Enclosed Charge Fees to Deposit Account
- Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

8. Deposit account number: 20-1430

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

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

07/21/1999 MTHAI1 00000016 201430 1791002

01 FC:481 Darin J. Gibby
02 FC:482 Name of Person Signing

Signature

Date

7/13/99

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

10. Change Correspondence Address to that of Part 5? Yes No

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover to:

Asst. Commissioner for Trademarks
Box: Assignments
Washington, D.C. 20231

TRADEMARK ASSIGNMENT

ASSIGNMENT made by and between COORS CERAMICON DESIGNS, LTD., a Colorado corporation, having a principal place of business at 16000 Table Mountain Parkway, Golden, Colorado 80403 ("ASSIGNOR"), and COORS PORCELAIN COMPANY, dba COORS CERAMICS COMPANY, a Colorado corporation, having a principal place of business at 16000 Table Mountain Parkway, Golden, Colorado 80403 ("ASSIGNEE");

WHEREAS, ASSIGNOR has adopted and used or otherwise owns trademarks set forth in SCHEDULE A, attached hereto and made a part hereof, said trademarks, including all registrations and applications for registration thereof and all rights to sue and recover for past infringement thereof, being collectively referred to herein as the "ASSIGNED TRADEMARKS";

WHEREAS, ASSIGNEE wishes to acquire, and ASSIGNOR wishes to transfer all right, title and interest in and to the ASSIGNED TRADEMARKS along with the goodwill of the business associated therewith everywhere in the world; both parties are desirous of executing a document suitable for recordation with the U.S. Patent and Trademark Office and all other patent and trademark offices worldwide where the ASSIGNED TRADEMARKS are filed;

NOW THEREFORE, in consideration of Ten Dollars (\$10.00) paid by ASSIGNEE to ASSIGNOR, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer, and convey to ASSIGNEE all its right, title and interest in and to the ASSIGNED TRADEMARKS throughout the world, together with the goodwill of the business in connection with which the ASSIGNED TRADEMARKS have been used in the United States or any other country or countries.

IN WITNESS WHEREOF, the ASSIGNOR and ASSIGNEE have caused this ASSIGNMENT to be executed by their duly authorized representatives.

ASSIGNOR: COORS CERAMICON DESIGNS, LTD.

By: [Signature]
Name: KEVIN FLETCHER
Title: Secretary

Date: July 9, 1999

STATE OF COLORADO)
COUNTY OF Jefferson

On this 9th day of July, 1999, before me Lavon Rone, personally appeared Kevin Fletcher, known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.
WITNESS my hand and official seal.

Lavon Rone
NOTARY PUBLIC

My commission expires: 4/22/01

ASSIGNEE: COORS PORCELAIN COMPANY

By: [Signature]

Name: KEVIN FLETCHER

Title: V.P.

Date: July 9, 1999

STATE OF COLORADO)

COUNTY OF Jefferson)

On this 9th day of July, 1999, before me Lavon Rons, personally appeared Kevin Fletcher, known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Lavon Rons
NOTARY PUBLIC

My commission expires: 4/22/01

SCHEDULE A

File No.	Serial No. Registration No.	Filing Date Issue Date	Mark
017201-001800US	74/245327 1791002	02/11/92 08/31/93	Wearcoat
017201-001900US	74/027719 1627124	02/12/90 12/11/90	Ditherseal
017201-002000US	74/244179 1783440	02/07/92 07/20/93	Duoring
017201-002100US	74/244357 1787361	02/10/92 08/10/93	Wearing
017210-002200US	74/243943 1820618	02/07/92 02/08/94	Tetracap
017201-040800US	73/380090 1285245	08/16/82 07/10/84	Meta-plast
017201-040900US	72/441377 988664	11/16/72 07/23/74	Tetra-temp
017201-041000US	72/441305 988663	11/16/72 07/23/74	Tetralon
017201-041100US	72/343754 896044	11/17/69 08/04/70	Minigroove

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