TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

12/16/03 12/09/ 90000 12-19-2003 102628188 Resubm

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Coors Brewing Company		04/01/2003	CORPORATION: COLORADO

RECEIVING PARTY DATA

Name:	Coors Global Properties, Inc.
Street Address:	165 South Union Boulevard
Internal Address:	Suite 170
City:	Lakewood
State/Country:	COLORADO
Postal Code:	80228
Entity Type:	CORPORATION: COLORADO

PROPERTY NUMBERS Total: 192

Property Type	Number	Word Mark
Registration Number:	2774502	
Registration Number:	2775569	PARTIES HAPPEN
Registration Number:	2672160	IT OUT
Registration Number:	2765372	COLD DOWN EASY
Registration Number:	2708882	SIGUELA
Registration Number:	2698656	SILVER SUN
Registration Number:	2725722	THE OFFICIAL SPONSOR OF GUYS NIGHT OUT
Registration Number:	2604738	QUEEN OF HALLOWEEN
Registration Number:	2671651	KEYSTONE LIGHT BEER B QUE
Registration Number:	2698434	CHECK IT OUT
Registration Number:	2509896	ZIMA
Registration Number:	2630407	COOLER BOX
Registration Number:	2627460	DRIVE SOBER
Registration Number:	2726375	ALWAYS SMOOTH, NEVER BITTER

CH $4815.00 2774502

Registration Number:	2509659	A FEW DEGREES COOLER
Registration Number:	2506357	NOTHING MISSING
Registration Number:	2487516	21 SIGNIFICA 21
Registration Number:	2707575	TOURNEY TIME
Registration Number:	2551119	THE OFFICIAL BEER OF SOFTBALL
Registration Number:	2539550	HALFWAY TO ST. PAT'S
Registration Number:	2737308	SILVER BULLET BOWL
Registration Number:	2406363	
Registration Number:	2535488	HOOP TIME
Registration Number:	2450197	21 MEANS 21
Registration Number:	2510949	KEEP THE LIGHTS ON
Registration Number:	2409991	SALSARENGUE
Registration Number:	2318805	BANQUET BEER
Registration Number:	2346770	SAME TASTE / NEW LOOK! COORS LIGHT PREMIUM BEER A TASTE BORN HIGH IN THE ROCKY MOUNTAINS
Registration Number:	2389252	COORS
Registration Number:	2420533	THE SILVER BULLET
Registration Number:	2335054	COORS
Registration Number:	2337792	COORS
Registration Number:	2340365	COORS LIGHT
Registration Number:	2340364	ORIGINAL COORS
Registration Number:	2670722	HEY.BEER.MAN.
Registration Number:	2187900	PILSENER SUPERIOR CERVEZA MEXICALI BEER FORMULA ORIGINAL
Registration Number:	2171432	TASTE THE ONE THAT WON FOR TASTE
Registration Number:	2336511	21 MEANS 21
Registration Number:	2351112	ORIGINAL COORS
Registration Number:	2339554	ORIGINAL COORS
Registration Number:	2317567	ORIGINAL COORS RODEO
Registration Number:	2601321	FROST BREWING
Registration Number:	2702768	FROST BREW
Registration Number:	2152111	MOONME
Registration Number:	2154769	ZIMA
Registration Number:	2173868	ROOTS OF THE RHYTHM
Registration Number:	2173867	IT'S GOOD LIKE THAT

Registration Number:	2186691	SILVER POUND
Registration Number:	2147341	BLUE MOON BREWING CO.
Registration Number:	2288111	FROST BREWED
Registration Number:	2151446	BLAKE STREET BOMBERS
Registration Number:	2115746	BLUE MOON
Registration Number:	2243138	JANUARY MADNESS
Registration Number:	2094983	RIGHT FIELD RED ALE
Registration Number:	2094979	POWER ALLEY EXTRA-SPECIAL BITTER
Registration Number:	2094978	PINSTRIPE PALE ALE
Registration Number:	2093112	SQUEEZE PLAY WHEAT
Registration Number:	2448018	ORIGINAL COORS
Registration Number:	2451156	COORS LIGHT
Registration Number:	2145822	COORS BREWING COMPANY GOLDEN, COLORADO
Registration Number:	2444615	COORS
Registration Number:	2449362	THE SILVER BULLET
Registration Number:	2457492	BARMEN
Registration Number:	2066469	THE SANDLOT BREWERY
Registration Number:	2126563	ZIMA MIXOLOGY
Registration Number:	2036766	
Registration Number:	2046777	ROCKY MOUNTAIN BOTTLE COMPANY
Registration Number:	2105809	M
Registration Number:	2160766	HERMAN JOSEPH'S
Registration Number:	2112714	HJ
Registration Number:	2067798	HERMAN JOSEPH'S SPECIAL PREMIUM BEER
Registration Number:	2079914	LIKE A COOL BREEZE ON A HOT MEMPHIS NIGHT
Registration Number:	2096143	MEMPHIS BROWN
Registration Number:	2072274	LITERACY PAYS
Registration Number:	1948761	THE 16 FL. OZ. POUND
Registration Number:	1938526	ZIMA
Registration Number:	1968013	ZIMA
Registration Number:	2042283	Z REFRESHING ALCOHOL BEVERAGE
Registration Number:	2051238	
Registration Number:	1933088	ZIMA
Registration Number:	2044281	THE SANDLOT BREWERY AT COORS FIELD
Registration Number:	2032660	THE SANDLOT BREWERY

Registration Number:	2074146	THERE'S NO BEER LIKE IT.
Registration Number:	2006550	COORS FIELD
Registration Number:	2030514	COORS FIELD
Registration Number:	2169773	COORS FIELD
Registration Number:	2121926	COORS FIELD
Registration Number:	2030443	COORS FIELD
Registration Number:	2091530	COORS FIELD
Registration Number:	2132906	COORS FIELD
Registration Number:	1788251	COORS LIGHT THE SILVER BULLET
Registration Number:	1797874	COORS LIGHT THE SILVER BULLET
Registration Number:	1792595	COORS LIGHT THE SILVER BULLET
Registration Number:	2591793	ROCKY MOUNTAIN
Registration Number:	1858781	DRINK SAFELY
Registration Number:	2093334	MEXICALI
Registration Number:	1748768	COORS LIGHT THE SILVER BULLET
Registration Number:	1738425	COORS
Registration Number:	1726076	COORS
Registration Number:	1725874	COORS LIGHT
Registration Number:	1834687	COORS FIELD
Registration Number:	1970242	ZIMA
Registration Number:	1696388	LA BALA DE PLATA
Registration Number:	1726730	THE OFFICIAL BEER OF HALLOWEEN
Registration Number:	1684609	COORS LIGHT
Registration Number:	1949291	COORS FIELD
Registration Number:	1720575	
Registration Number:	1671293	THE ROCKY MOUNTAIN LEGEND
Registration Number:	1649636	PARTY BALL
Registration Number:	1678280	KEYSTONE BEER
Registration Number:	1662512	KEYSTONE BEER
Registration Number:	1691392	KEYSTONE BEER
Registration Number:	1662534	KEYSTONE BEER
Registration Number:	1645437	O'FFICIAL BEER OF ST. PATRICK'S DAY
Registration Number:	1651618	KEYSTONE
Registration Number:	1520054	WINTERFEST
Registration Number:	1529947	THE SILVER BULLET

Registration Number:	1458618	WINTERFEST BEER
Registration Number:	1436773	RESOLUTION RUN
Registration Number:	1389342	COORS EXTRA GOLD
Registration Number:	1353033	COORS
Registration Number:	1338271	HJ HERMAN JOSEPH'S ADOLPH COORS SPECIAL PREMIUM HERMAN JOSEPH'S
Registration Number:	1313763	COORS BANQUET BEER SINCE 1873
Registration Number:	1285493	THE BEST OF THE ROCKIES IS YOURS
Registration Number:	1282740	THE BEST OF THE ROCKIES IS HERE
Registration Number:	1387582	SILVER BULLET
Registration Number:	1264432	SILVER BULLET
Registration Number:	1207854	COORS
Registration Number:	1263412	COORS
Registration Number:	1248902	COORS
Registration Number:	1247720	COORS
Registration Number:	1211674	COORS
Registration Number:	1243443	COORS
Registration Number:	1245439	COORS
Registration Number:	1208681	COORS
Registration Number:	1204535	COORS
Registration Number:	1245295	COORS
Registration Number:	1245793	COORS
Registration Number:	1243814	TASTE THE HIGH COUNTRY
Registration Number:	1198759	COORS
Registration Number:	1262609	TASTE THE HIGH COUNTRY. TASTE COORS
Registration Number:	1227815	COORS
Registration Number:	1145223	COORS LIGHT
Registration Number:	1127061	COORS LIGHT
Registration Number:	1127060	COORS
Registration Number:	1134783	COORS LIGHT BEER
Registration Number:	1119207	COORS
Registration Number:	1116405	COORS
Registration Number:	1145707	COORS
Registration Number:	1143960	COORS
Registration Number:	1121910	COORS

Registration Number:	1117310	COORS
Registration Number:	1132162	I SKI
Registration Number:	1146169	COORS
Registration Number:	1116398	COORS
Registration Number:	1116678	COORS
Registration Number:	1116729	COORS
Registration Number:	1116559	COORS
Registration Number:	1116602	COORS
Registration Number:	1116302	COORS
Registration Number:	1071095	COORS
Registration Number:	959619	
Registration Number:	959616	COORS
Registration Number:	959719	COORS
Registration Number:	777341	COORS SILLIMANITE (MULLITE)
Registration Number:	519209	COORS
Registration Number:	519643	C ADOLPH COORS GOLDEN, COLORADO
Registration Number:	654932	AMERICA'S FINE LIGHT BEER
Registration Number:	619191	A COORS
Registration Number:	632821	C
Serial Number:	78205890	MOUNTAIN JAM
Serial Number:	78183880	BEER B QUE
Serial Number:	78154636	ST. PARTY'S DAY
Serial Number:	78143336	DIFFERENT GROOVES. ONE VIBE.
Serial Number:	76404509	IT'S ON!
Serial Number:	76390898	GO WITH PLAN Z
Serial Number:	76371636	HYDRO-SEAL
Serial Number:	76360751	CLUB LIQUID SILVER
Serial Number:	76360593	LIQUID SILVER
Serial Number:	76360369	REAL. GOLDEN. BEER.
Serial Number:	76351995	COWBOY UP!
Serial Number:	76331266	SUMMER EXPOSURE
Serial Number:	76327491	FROST BREWED. REAL SMOOTH.
Serial Number:	76195996	ASK FOR IT BY COLOR
Serial Number:	76166738	ORIGINAL COORS ICE PACK
Serial Number:	75982130	M

Serial Number:	75599304	BLUE MOON
Serial Number:	75541553	BANDIDO
Serial Number:	75081785	ROCKIES
Serial Number:	74508743	OFFICIAL BEER OF THE ROCKIES
Serial Number:	74470138	HOME OF THE ROCKIES
Serial Number:	74378308	BEST OF THE ROCKIES

CORRESPONDENCE DATA

Fax Number: (303)863-0223

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3038632972

Email: sstavish@sheridanross.com

Correspondent Name: Sabrina Stavish

Address Line 1: 1560 Broadway

Address Line 2: Suite 1200

Address Line 4: Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER:	4060CB-794
NAME OF SUBMITTER:	Sabrina C. Stavish

Total Attachments: 6

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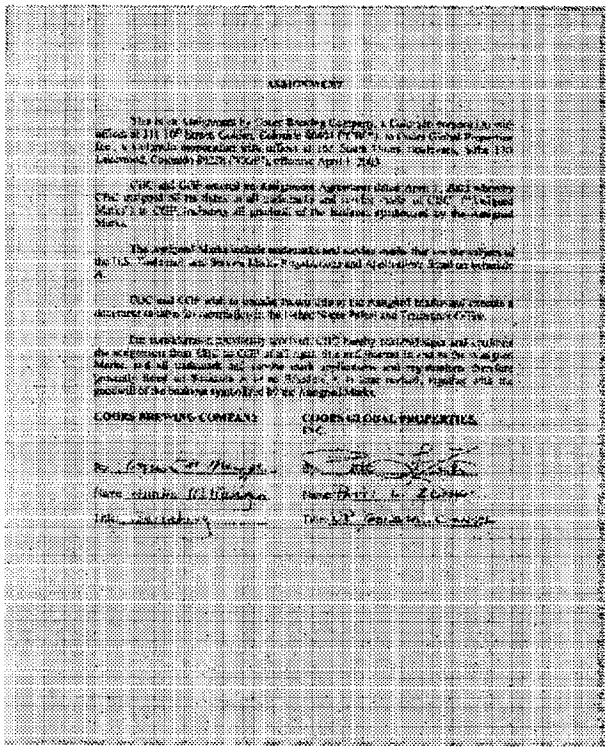
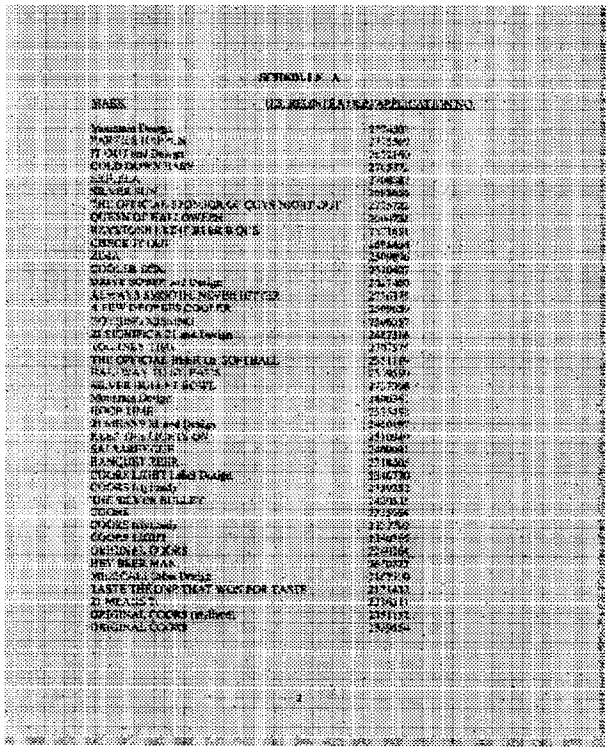


ASSIGNMENT

COORS BREWING COMPANY

COORS GLOBAL PROPERTIES, INC.



SCHEDULE A

MARK	US REGISTRATION/APPLICATION NO.
[illegible]	[illegible]

MARK	U.S. REGISTRATION/APPLICATION NO.
ORIGINAL [illegible] and Design	[illegible]
[illegible]	[illegible]
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[illegible]	[illegible]
ZIMA	[illegible]
[illegible]	[illegible]
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[illegible]	[illegible]
FROST BREWED	[illegible]
[illegible]	[illegible]
BLUE MOON	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
COORS LIGHT	[illegible]
COORS BREWING COMPANY GOLDEN, COLORADO and Design	[illegible]
COORS	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
THE [illegible] BREWERY and Design	[illegible]
ZIMA [illegible]	[illegible]
[illegible]	[illegible]
ROCKY MOUNTAIN BOTTLE COMPANY	[illegible]
[illegible]	[illegible]
HERMAN JOSEPH'S and Design	[illegible]
[illegible]	[illegible]
HERMAN JOSEPH'S [illegible]	[illegible]
LIKE A COOL BREEZE ON A HOT SUMMER NIGHT	[illegible]
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[illegible] ALCOHOL BEVERAGE and Design	[illegible]
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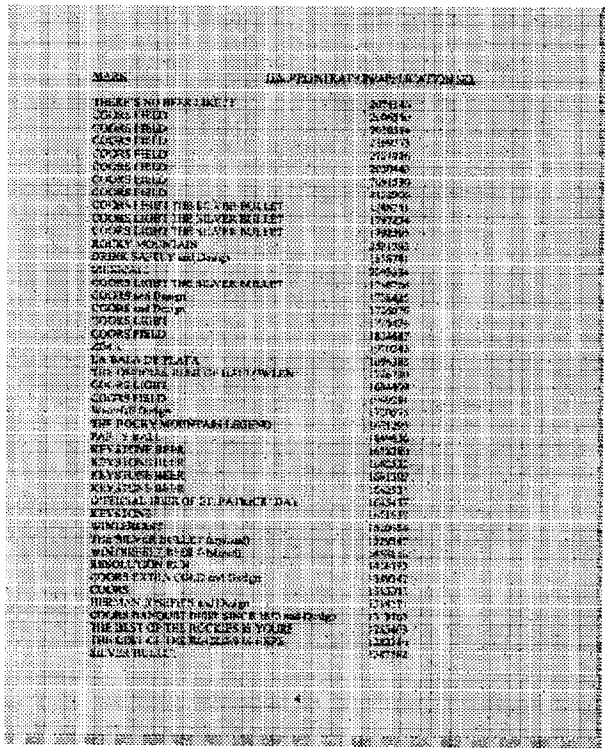

MARK	U.S. REGISTRATION/APPLICATION NO.
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COORS	[illegible]
COORS	[illegible]
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COORS	[illegible]
TASTE THE HIGH COUNTRY	[illegible]
COORS	[illegible]
TASTE THE HIGH COUNTRY TASTE COORS	[illegible]
COORS	[illegible]
COORS LIGHT	[illegible]
COORS LIGHT	[illegible]
COORS	[illegible]
COORS LIGHT BEER (Line Design)	[illegible]
COORS	[illegible]
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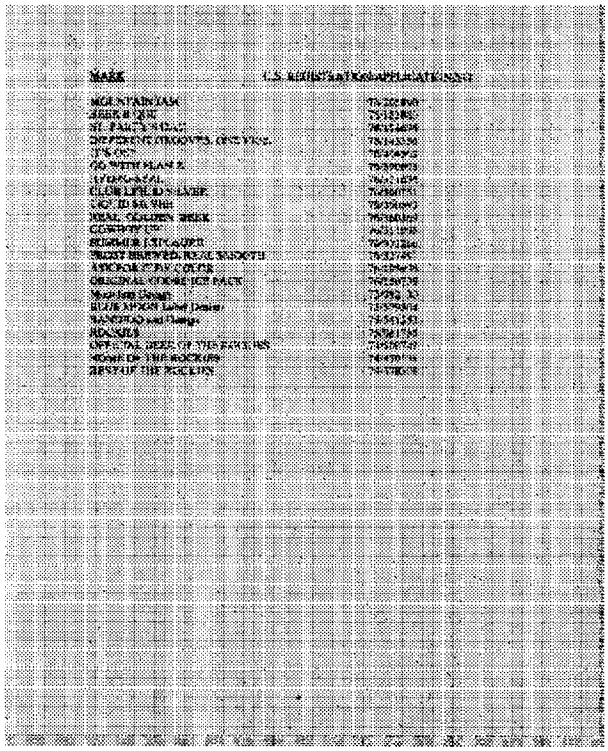
COORS	[illegible]
COORS SILLIMANITE (MULLITE)	[illegible]
COORS (stylized)	[illegible]
COORS GOLD BEER COORS GOLD (Line Design)	[illegible]
COORS LIGHT BEER	[illegible]
COORS (stylized)	[illegible]
C Line Design	[illegible]



MARK	U.S. REGISTRATION/APPLICATION NO.
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[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

ASSIGNMENT

This is an Assignment by Coors Brewing Company, a Colorado corporation with offices at 311 10th Street, Golden, Colorado 80401 ("CBC"), to Coors Global Properties, Inc., a Colorado corporation with offices at 165 South Union Boulevard, Suite 170, Lakewood, Colorado 80228 ("CGP"), effective April 1, 2003.

CBC and CGP entered an Assignment Agreement dated April 1, 2003 whereby CBC assigned all its rights in all trademarks and service marks of CBC ("Assigned Marks") to CGP, including all goodwill of the business symbolized by the Assigned Marks.

The Assigned Marks include trademarks and service marks that are the subject of the U.S. Trademark and Service Marks Registrations and Applications listed on Schedule A.

CBC and CGP wish to transfer record title to the Assigned Marks and execute a document suitable for recordation in the United States Patent and Trademark Office.

For consideration previously received, CBC hereby acknowledges and confirms the assignment from CBC to CGP of all right, title and interest in and to the Assigned Marks, and all trademark and service mark applications and registrations therefore presently listed on Schedule A or as Schedule A is later revised, together with the goodwill of the business symbolized by the Assigned Marks.

COORS BREWING COMPANY

By: Annita M. Merogan

Name: Annita M. Merogan

Title: Secretary

COORS GLOBAL PROPERTIES, INC.

By: Patti L. Zenk

Name: PATTI L. ZENK

Title: VP, GENERAL COUNSEL

SCHEDULE A

MARK	U.S. REGISTRATION/APPLICATION NO.
Mountain Design	2774502
PARTIES HAPPEN	2775569
IT OUT and Design	2672160
COLD DOWN EASY	2765372
SIGUELA	2708882
SILVER SUN	2698656
THE OFFICIAL SPONSOR OF GUYS NIGHT OUT	2725722
QUEEN OF HALLOWEEN	2604738
KEYSTONE LIGHT BEER B QUE	2671651
CHECK IT OUT	2698434
ZIMA	2509896
COOLER BOX	2630407
DRIVE SOBER and Design	2627460
ALWAYS SMOOTH, NEVER BITTER	2726375
A FEW DEGREES COOLER	2509659
NOTHING MISSING	2506357
21 SIGNIFICA 21 and Design	2487516
TOURNEY TIME	2707575
THE OFFICIAL BEER OF SOFTBALL	2551119
HALFWAY TO ST. PAT'S	2539550
SILVER BULLET BOWL	2737308
Mountain Design	2406363
HOOP TIME	2535488
21 MEANS 21 and Design	2450197
KEEP THE LIGHTS ON	2510949
SALSARENGUE	2409991
BANQUET BEER	2318805
COORS LIGHT Label Design	2346770
COORS (stylized)	2389252
THE SILVER BULLET	2420533
COORS	2335054
COORS (stylized)	2337792
COORS LIGHT	2340365
ORIGINAL COORS	2340364
HEY.BEER.MAN.	2670722
MEXICALI Label Design	2187900
TASTE THE ONE THAT WON FOR TASTE	2171432
21 MEANS 21	2336511
ORIGINAL COORS (stylized)	2351112
ORIGINAL COORS	2339554

TRADEMARK
REEL: 002878 FRAME: 0494

MARK	U.S. REGISTRATION/APPLICATION NO.
ORIGINAL COORS RODEO and Design	2317567
FROST BREWING	2601321
FROST BREW	2702768
MOONME	2152111
ZIMA	2154769
ROOTS OF THE RHYTHM	2173868
IT'S GOOD LIKE THAT	2173867
SILVER POUND	2186691
BLUE MOON BREWING CO.	2147341
FROST BREWED	2288111
BLAKE STREET BOMBERS	2151446
BLUE MOON	2115746
JANUARY MADNESS	2243138
RIGHT FIELD RED ALE	2094983
POWER ALLEY EXTRA-SPECIAL BITTER	2094979
PINSTRIPE PALE ALE	2094978
SQUEEZE PLAY WHEAT	2093112
ORIGINAL COORS	2448018
COORS LIGHT	2451156
COORS BREWING COMPANY GOLDEN, COLORADO and Design	2145822
COORS	2444615
THE SILVER BULLET	2449362
BARMEN	2457492
THE SANDLOT BREWERY and Design	2066469
ZIMA MIXOLOGY	2126563
Bottle Company Logo	2036766
ROCKY MOUNTAIN BOTTLE COMPANY	2046777
M and Design	2105809
HJ HERMAN JOSEPH'S and Design	2160766
HJ (stylized)	2112714
HJ HERMAN JOSEPH'S SPECIAL PREMIUM BEER	2067798
LIKE A COOL BREEZE ON A HOT MEMPHIS NIGHT	2079914
MEMPHIS BROWN	2096143
LITERACY PAYS	2072274
THE 16 FL. OZ. POUND	1948761
ZIMA	1938526
ZIMA	1968013
Z REFRESHING ALCOHOL BEVERAGE and Design	2042283
Z and Design	2051238
ZIMA (stylized)	1933088
THE SANDLOT BREWERY AT COORS FIELD and Design	2044281
THE SANDLOT BREWERY	2032660

TRADEMARK
REEL: 002878 FRAME: 0495

MARK	U.S. REGISTRATION/APPLICATION NO.
THERE'S NO BEER LIKE IT	2074146
COORS FIELD	2006550
COORS FIELD	2030514
COORS FIELD	2169773
COORS FIELD	2121926
COORS FIELD	2030443
COORS FIELD	2091530
COORS FIELD	2132906
COORS LIGHT THE SILVER BULLET	1788251
COORS LIGHT THE SILVER BULLET	1797874
COORS LIGHT THE SILVER BULLET	1792595
ROCKY MOUNTAIN	2591793
DRINK SAFELY and Design	1858781
MEXICALI	2093334
COORS LIGHT THE SILVER BULLET	1748768
COORS and Design	1738425
COORS and Design	1726076
COORS LIGHT	1725874
COORS FIELD	1834687
ZIMA	1970242
LA BALA DE PLATA	1696388
THE OFFICIAL BEER OF HALLOWEEN	1726730
COORS LIGHT	1684609
COORS FIELD	1949291
Waterfall Design	1720575
THE ROCKY MOUNTAIN LEGEND	1671293
PARTY BALL	1649636
KEYSTONE BEER	1678280
KEYSTONE BEER	1662512
KEYSTONE BEER	1691392
KEYSTONE BEER	1662534
O'FFICIAL BEER OF ST. PATRICK' DAY	1645437
KEYSTONE	1651618
WINTERFEST	1520054
THE SILVER BULLET (stylized)	1529947
WINTERFEST BEER (stylized)	1458618
RESOLUTION RUN	1436773
COORS EXTRA GOLD and Design	1389342
COORS	1353033
HERMAN JOSEPH'S and Design	1338271
COORS BANQUET BEER SINCE 1873 and Design	1313763
THE BEST OF THE ROCKIES IS YOURS	1285493
THE BEST OF THE ROCKIES IS HERE	1282740
SILVER BULLET	1387582

TRADEMARK
REEL: 002878 FRAME: 0496

MARK	U.S. REGISTRATION/APPLICATION NO.
SILVER BULLET	1264432
COORS	1207854
COORS	1263412
COORS	1248902
COORS	1247720
COORS	1211674
COORS	1243443
COORS	1245439
COORS	1208681
COORS	1204535
COORS	1245295
COORS	1245793
TASTE THE HIGH COUNTRY	1243814
COORS	1198759
TASTE THE HIGH COUNTRY. TASTE COORS	1262609
COORS	1227815
COORS LIGHT	1145223
COORS LIGHT	1127061
COORS	1127060
COORS LIGHT BEER Label Design	1134783
COORS	1119207
COORS	1116405
COORS	1145707
COORS	1143960
COORS	1121910
COORS	1117310
COORS	1132162
COORS	1146169
COORS	1116398
COORS	1116678
COORS	1116729
COORS	1116559
COORS	1116602
COORS	1116302
COORS	1071095
COORS	959619
COORS	959616
COORS	959719
COORS SILLIMANITE (MULLITE)	777341
COORS (stylized script)	519209
C ADOLPH COORS GOLDEN, COLORADO and Design	519643
AMERICA'S FINE LIGHT BEER	654932
A COORS (stylized)	619191
C and Design	632821

TRADEMARK
REEL: 002878 FRAME: 0497

MARK	U.S. REGISTRATION/APPLICATION NO.
MOUNTAIN JAM	78/205890
BEER B QUE	78/183880
ST. PARTY'S DAY	78/154636
DIFFERENT GROOVES. ONE VIBE.	78/143336
IT'S ON!	76/404509
GO WITH PLAN Z	76/390898
HYDRO-SEAL	76/371636
CLUB LIQUID SILVER	76/360751
LIQUID SILVER	76/360593
REAL. GOLDEN. BEER	76/360369
COWBOY UP!	76/351995
SUMMER EXPOSURE	76/331266
FROST BREWED. REAL SMOOTH	76/327491
ASK FOR IT BY COLOR	76/195996
ORIGINAL COORS ICE PACK	76/166738
Mountain Design	75/982130
BLUE MOON Label Design	75/599304
BANDIDO and Design	75/541553
ROCKIES	75/081785
OFFICIAL BEER OF THE ROCKIES	74/508743
HOME OF THE ROCKIES	74/470138
BEST OF THE ROCKIES	74/378308