

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Coors EMEA Properties, Inc.,		06/01/2004	CORPORATION: COLORADO

RECEIVING PARTY DATA

Name:	Coors European Properties GmbH
Street Address:	Pestalozzistrasse 2
City:	Schaffhausen
State/Country:	SWITZERLAND
Postal Code:	8201
Entity Type:	COMPANY: AUSTRIA

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	2082583	CAFFREY'S
Registration Number:	2150522	THOMAS CAFFREY'S IRISH ALE THE THOMAS CAFFREY BREWING CO.
Registration Number:	2419735	CAFFREY'S IRISH ALE GENUINE THE THOMAS CAFFREY BREWING COMPANY SINCE 1897
Registration Number:	2807602	SINCE 1897 CAFFREY'S IRISH ALE
Registration Number:	2705685	THE THOMAS CAFFREY BREWING COMPANY SINCE 1897 CAFFREY'S IRISH ALE GENUINE
Registration Number:	2419734	CAFFREY'S IRISH ALE
Registration Number:	2249716	HOOCH
Registration Number:	2455569	HOOPER'S
Registration Number:	2431892	HOOPER'S HOOCH
Registration Number:	2354537	HOOPER'S HOOCH ALCOHOLIC LEMON BREW
Registration Number:	2223486	HOOPER'S HOOCH
Registration Number:	2237210	
Registration Number:	2313255	V.O.D

CH \$565.00 2082583

Registration Number:	2315005	WORTHINGTON'S WHITE SHIELD
Serial Number:	76218737	ARC
Serial Number:	76211772	ARC
Serial Number:	76058065	DELICIOUSLY DEVILISH LEMON BREW HOOPERSHOCH "EXTREME REFRESHMENT" MALT BEVERAGE WITH NATURAL FLAVORS
Serial Number:	76058066	DELICIOUSLY DEVILISH ORANGE BREW HOOPER'S HOCH "EXTREME REFRESHMENT" MALT BEVERAGE WITH NATURAL FLAVORS
Serial Number:	76058064	DELICIOUSLY DEVILISH RED BREW HOOPERS HOCH "EXTREME REFRESHMENT" MALT BEVERAGE WITH NATURAL FLAVORS
Serial Number:	76058063	RED BREW HOOPER'S HOCH
Serial Number:	76104491	HOOPER'S HOCH ICE
Serial Number:	76425117	REEF

**CORRESPONDENCE DATA**

Fax Number: (303)863-0223  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 303-863-9700  
Email: lhansen@sheridanross.com  
Correspondent Name: Lew Hansen, Sheridan Ross PC  
Address Line 1: 1560 Broadway, Suite1200  
Address Line 4: Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER: 4868-321-US

**DOMESTIC REPRESENTATIVE**

Name: Sheridan Ross PC  
Address Line 1: 1560 Broadway, Suite1200  
Address Line 4: Denver, COLORADO 80202

NAME OF SUBMITTER: Lew Hansen

Total Attachments: 2  
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TRADEMARK ASSIGNMENT

WHEREAS, Coors EMEA Properties, Inc., a Colorado corporation having an office at 165 South Union Blvd., Suite 170, Lakewood, Colorado, USA ("Assignor") has agreed to transfer and assign to Coors European Properties GmbH, an Austrian company having an office at Pestalozzistrasse 2, 8201 Schaffhausen, Switzerland ("Assignee") the marks shown on Schedule 1 attached hereto along with the portion of its business to which the marks pertain and all goodwill in the marks.

WHEREAS, the parties wish to confirm the transfer and assignment and to record the same with the United States Patent and Trademark Office.

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee, as of June 1, 2004, all right, title and interest in and to the marks identified on Schedule 1 in the United States, the portion of its business to which the marks pertain, the goodwill of the business symbolized by the marks, and the registrations and applications therefor identified on Schedule 1.

COORS EMEA PROPERTIES, INC.

By: Tara Deard  
Name: Tara Deard  
Title: Secretary

COORS EUROPEAN PROPERTIES GmbH

By: [Signature]  
Name: Alexander WARTNER  
Title: DIRECTOR

**Schedule 1**

**Pending Applications and Registered Marks - US**

Territory	Mark	Class	Application No.	Application Date	Registration No.	Renewal Date
United States	ARC	32	76/218737	2/16/2001		
United States	ARC [DEVICE]	32	76/211772	2/16/2001		
United States	CAFFREY'S [WORD]	32	74/712422	8/8/1995	2082583	7/22/2007
United States	CAFFREY'S IRISH ALE [DEVICE]	32	75-228826	1/21/1997	2150522	4/14/2008
United States	CAFFREY'S IRISH ALE [LABEL (1998 VERSION)]	32	75/549564	9/8/1998	2,419,735	1/9/2011
United States	CAFFREY'S IRISH ALE [LABEL (1998 VERSION)]	16, 18, 20, 21, 24, 25, 32	75/628742	1/27/1999	2807602	1/27/2014
United States	SINCE 1897 CAFFREY'S IRISH ALE [LABEL ]	16, 18, 20, 21, 24, 25, 32	75/628743	1/27/1999	2705685	4/15/2013
United States	CAFFREY'S IRISH ALE [WORDS]	32	75/549004	9/8/1998	2,419,734	1/9/2011
United States	HOOCH NECK [LABEL]	32, 33	75/499010	6/9/1998	2249716	6/1/2009
United States	HOOPER'S	32,33	74/674698	5/16/1995	2455569	5/29/2011
United States	HOOPER'S HOOCH	32,33	74/737109	9/15/1995	2431892	2/27/2011
United States	HOOPER'S HOOCH (US) [LABEL]	32, 33	75/499011	6/9/1998	2354537	6/6/2010
United States	HOOPER'S HOOCH [LABEL]	32, 33	75/032603	6/20/1996	2223486	2/16/2009
United States	HOOPER'S HOOCH LEMON BREW [LABEL]	32	76/058065	5/12/2000		
United States	HOOPER'S HOOCH ORANGE BREW [LABEL]	32	76/058066	5/12/2000		
United States	HOOPER'S HOOCH RED BREW [LABEL]	32	76/058064	5/12/2000		
United States	LEMON [DEVICE (SIDE VIEW) IN COLOR]	32, 33	75/179946	10/10/1996	2237210	4/6/2009
United States	RED BREW HOOPER'S HOOCH	32	76/058063	5/12/2000		
United States	HOOPER'S HOOCH ICE	32	76/104491	7/31/2000		
United States	REEF	33	76/425117	6/24/2002		
United States	V.O.D. [LETTERS & DEVICE]	32, 33	75/480917	5/7/1998	2313255	2/1/2010
United States	WORTHINGTON'S WHITE SHIELD	32	75/502448	6/15/1998	2315005	2/1/2010

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