

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Molson Canada		02/07/2005	PARTNERSHIP: CANADA

RECEIVING PARTY DATA

Name:	Molson Canada 2005
Street Address:	33 Carlingview Drive
City:	Toronto
State/Country:	ONTARIO
Postal Code:	M9W 5E4
Entity Type:	PARTNERSHIP: CANADA

PROPERTY NUMBERS Total: 80

Property Type	Number	Word Mark
Serial Number:	78149157	A MARCA BAVARIA
Serial Number:	78230196	A MARCA BAVARIA
Registration Number:	2219823	ADLER
Registration Number:	2219824	ADLER EXPORT
Registration Number:	2892385	ALGONQUIN
Registration Number:	848305	AN HONEST BREW MAKES ITS OWN FRIENDS... JOHN MOLSON 1786
Serial Number:	76342694	BAVARIA
Serial Number:	76520396	BIG CHILL
Registration Number:	2706357	BLACK ICE
Serial Number:	73612860	
Serial Number:	78396907	BRAVARA
Registration Number:	1371609	CALGARY
Registration Number:	1382605	CANADIAN TASTE HAS COME TO LIGHT
Serial Number:	76394738	CHILLER BEACH PARTY

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Serial Number:	76519892	CHILLER PACK
Registration Number:	1427711	CINCI CREAM
Serial Number:	76511401	COLD SHOTS
Serial Number:	75009447	CYBERBLACK
Serial Number:	74175452	EXEL
Serial Number:	73624734	
Serial Number:	73590501	
Serial Number:	73601151	
Serial Number:	76111323	I AM A HOCKEY MILLIONAIRE
Serial Number:	76090242	I AM. CANADIAN
Serial Number:	76447258	I AM. CANADIAN
Serial Number:	76045189	IAM.CA
Serial Number:	73646371	JUST SAY OV
Serial Number:	76394541	KAISER
Serial Number:	73431093	M
Serial Number:	76066296	M
Serial Number:	76083597	M
Serial Number:	76066297	M
Serial Number:	76421256	M 1786
Serial Number:	76421266	M 1786
Serial Number:	76566119	MAKING FRIENDS SINCE 1786
Serial Number:	76605066	MIXER PACK
Registration Number:	672613	MOLSON
Serial Number:	75771389	MOLSON
Serial Number:	75719647	MOLSON CANADIAN
Serial Number:	72227604	MOLSON CANADIAN
Serial Number:	76106786	MOLSON CANADIAN
Serial Number:	76570997	IMPORTED BEER BIERE MOLSON CANADIAN NORTH AMERICA'S OLDEST BREWERY SINCE 1786 MONTREAL TORONTO VANCOUVER JOHN MOLSON
Serial Number:	75882548	M SINCE 1786 MOLSON DIAMOND
Serial Number:	75574210	MOLSON DIAMOND 2.5% MILD LAGER
Serial Number:	72406569	MOLSON EXPORT
Serial Number:	75795642	MOLSON EXPORT QUALITE & TRADITION QUALITY & TRADITION BIERE ALE
Serial Number:	76023376	MOLSON EXPORT

Registration Number:	1121539	MOLSON GOLDEN
Serial Number:	73326291	MOLSON GOLDEN
Serial Number:	75546242	MOLSON GOLDEN NORTH AMERICA'S OLDEST BREWERY BEER BIERE "AN HONEST BREW MAKES ITS OWN FRIENDS" JOHN MOLSON
Serial Number:	75546709	MOLSON ICE NORTH AMERICA'S OLDEST BREWERY BEER BIERE
Serial Number:	76207031	MOLSON
Serial Number:	73544085	MOLSON LIGHT IMPORTED FROM CANADA
Serial Number:	75546243	MOLSON LIGHT
Serial Number:	75580323	MOLSON MIXER
Serial Number:	76598023	MOLSON PREMIER
Serial Number:	75492221	MOLSON WHAT BEER'S ALL ABOUT! M SINCE 1786
Serial Number:	76358655	O'KEEFE
Serial Number:	72373838	OLD VIENNA
Serial Number:	73436821	OLD VIENNA
Serial Number:	75691832	OV
Serial Number:	73663782	OV
Serial Number:	74551201	OV ICE OLD VIENNA PREMIUM QUALITY ICE BREWED BEER
Serial Number:	73777274	OV OLD VIENNA PREMIUM QUALITY SINCE 1862
Serial Number:	76544276	PLAYOFF PACK
Serial Number:	75580324	PLEASURE PACK
Serial Number:	76515022	PRE-GAMER
Serial Number:	75058198	PUB CHAT
Serial Number:	76570999	PUCK PACK
Serial Number:	76589741	RACE CASE
Serial Number:	76227819	RICKARD'S
Serial Number:	76226999	RICKARD'S GOLD
Serial Number:	76226301	RICKARD'S RED
Serial Number:	74373279	RICKARD'S RED RR DRAUGHT E.A. RICKARD
Serial Number:	76313058	SANTA CERVA
Registration Number:	1217763	
Serial Number:	76073916	SIMULBASH
Serial Number:	76164635	SNEAK EVIEW
Serial Number:	75584789	THE GREAT CANADIAN COMBO

Serial Number:

75033328

MOLSON

CORRESPONDENCE DATA

Fax Number: (212)415-8701

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

Phone: 2124158700

Email: ptotmcommunications@morganfinnegan.com

Correspondent Name: Peter C. Welch

Address Line 1: 3 World Financial Center

Address Line 4: New York, NEW YORK 10281-2101

NAME OF SUBMITTER:

Peter C. Welch

Signature:

/Peter C. Welch/

Date:

03/04/2005

Total Attachments: 7

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ASSIGNMENT OF U.S.A. TRADE-MARKS

WHEREAS, **Molson Canada**, (the "Assignor"), a partnership duly organized and existing under the laws of the Province of Ontario, Canada, having a principal office or place of business at **33 Carlingview Drive, Toronto, Ontario, M9W 5E4** is the owner of the trade-mark registrations and applications listed in the attached Schedule "A" and of the trade-marks shown in the registrations and applications (hereinafter the "Trade-marks"); and

WHEREAS, **Molson Canada 2005** (the "Assignee"), a partnership duly organized and existing under the laws of the Province of Ontario, Canada, having a business address at **33 Carlingview Drive, Toronto, Ontario, M9W 5E4** is desirous of acquiring any and all rights that Assignor may have in and to the Trade-marks, together with that part of the goodwill of the business connected with the use of and symbolized by the Trade-marks, together with all right of action resulting from any adverse use of the Trade-marks or confusing Trade-marks, including the right to sue for past infringements and the right to claim such relief as is appropriate, and all rights as a party in any opposition or similar proceedings, the same to be held by Assignee, its successors and assigns as fully and effectually as it would have been held by Assignor had this transfer, sale, and assignment not been made;

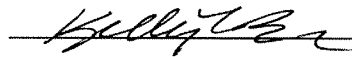
WHEREAS Assignee is a successor to a portion of Assignor's business to which the Trade-marks pertain, which business is ongoing and existing;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, transfer and assign, unto Assignee all right, title and interest in and to the Trade-marks together with that part of the goodwill of the business connected with the use of and symbolized by the Trade-marks;

AND ASSIGNOR HEREBY COVENANTS AND AGREES that it will execute or procure any further necessary assurance of the title to the Trade-marks and that it will at any time upon the 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 Trade-marks and will at any time upon the request of Assignee, its successors, assigns or other legal representatives testify in any legal proceeding, sign all lawful documents, make all rightful oaths and generally do all lawful acts to aid Assignee, its successors, assigns or other legal representatives to obtain and enforce protection in the Trade-marks in all countries without further compensation but at the expense of Assignee, its successors, assigns or other legal representatives.

EXECUTED AT Toronto, Ontario, this 7th day of February, 2005 at 04:00:00h.

MOLSON CANADA

By: 

Name: Kelly Leigh Brown

Title: Corporate Counsel

By: _____

Name: Pierre Yves Côté

Title: Director, Taxation

Doc. # 104583

EXECUTED AT Toronto, Ontario, this 7th day of February, 2005 at 04:00:00h.

MOLSON CANADA

By: _____

Name: Kelly Leigh Brown

Title: Corporate Counsel

By: Pierre-Yves Côté

Name: Pierre Yves Côté

Title: Director, Taxation

Doc. # 104583

SCHEDULE "A"

SCHEDULE A - Molson Canada - US Trademarks for Transfer to Molson Canada 2005

<u>Country Name</u>	<u>Application #</u>	<u>Registration #</u>	<u>TM Profile</u>	<u>Appl. Dt</u>	<u>Reg. Dt</u>
United States	78/149157		A MARCA BAVARIA (words)	2002-07-31	
United States	78/230196		A MARCA BAVARIA Lion & Stars Design 2003	2003-03-26	
United States		2219823	ADLER (word)	1998-04-02	1999-01-19
United States		2219824	ADLER EXPORT (words)	1998-04-02	1999-01-19
United States	76/388311	2892385	ALGONQUIN (word)	2002-03-28	2004-10-12
United States	242142	848305	AN HONEST BREW MAKES ITS OWN..	1966-03-29	1968-04-30
United States	76/342694		BAVARIA Label	2001-11-28	
United States	76/520396		BIG CHILL (words)	2003-06-05	
United States	76/315155	2706357	BLACK ICE (words)	2001-09-20	2003-04-15
United States	73/612860	1443707	BOTTLE Design (1985)	1986-08-04	1987-06-16
United States	78/396907		BRAVARA (word)	2004-04-06	
United States	73/423623	1371609	CALGARY (word)	1983-04-28	1985-11-19
United States	73/544086	1382605	CANADIAN TASTE HAS COME TO LIGHT (words)	1985-06-20	1986-02-11
United States	76/394738		CHILLER BEACH PARTY (words)	2002-11-04	
United States	76/519892		CHILLER PACK (words)	2003-06-05	
United States	73/601150	1427711	CINCI CREAM (words)	1986-05-28	1987-02-03
United States	76/511401		COLD SHOTS (words)	2003-05-02	
United States	75/009447	2336948	CYBERBLACK (word)	1995-10-24	2000-04-04
United States	74/175452	1724083	EXEL (word)	1991-06-12	1992-10-13
United States	73/624734	1507435	GOOSE Design (1985)	1986-10-09	1988-10-04
United States	73/590501	1431431	GOOSE Design (1985)	1986-03-28	1987-03-03
United States	73/601151	1451184	HANDSOME WAITER Design (1986)	1986-05-28	1987-08-04
United States	76/111323	2785301	I AM A HOCKEY MILLIONAIRE (words)	2000-08-17	2003-11-25
United States	76/090242	2705917	I AM. CANADIAN (words)	2000-07-17	2003-04-15
United States	76/447258		I AM. CANADIAN (words)	2002-09-06	
United States	76/045189	2880591	IAM.CA (words)	2000-05-10	2004-09-07
United States	73/646371	1493418	JUST SAY OV (words)	1987-02-25	1988-06-21
United States	76/394541		KAISER (word)	2002-04-11	
United States	73/431093	1423143	M Design (1963)	1983-06-20	1986-12-30
United States	76/066296	2651110	M Design (1993)	2000-06-07	2002-11-19
United States	76/083597	2537879	M Design (1993)	2000-07-06	2002-02-12
United States	76/066297	2651111	M Design (1993)	2000-06-07	2002-11-19

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United States	76/421256		M Design (2001)	2002-06-14	
United States	76/421266	2902004	M Design (2001)	2002-06-14	2004-11-09
United States	76/566119		MAKING FRIENDS SINCE 1786 (words)	2003-12-18	
United States	76/605066		MIXER PACK (words)	2004-07-30	
United States	47593	672613	MOLSON (word)	1958-03-12	1959-01-13
United States	75/771389	2611179	MOLSON (word)	1999-08-09	2002-08-27
United States	75/033328	2336948	MOLSON (word)	1995-12-15	2000-04-04
United States	75/719647	2432906	MOLSON CANADIAN (words)	1999-06-02	2001-03-06
United States	72/227604	820874	MOLSON CANADIAN Label (1976)	1965-09-10	1966-12-20
United States	76/106786	2667800	MOLSON CANADIAN Label (2000)	2000-08-09	2002-12-31
United States	76/570997		MOLSON CANADIAN Label (US2002)	2004-01-20	
United States	75/882548	2608535	MOLSON DIAMOND Label (1999)	1999-12-23	2002-08-20
United States	75/574210	2452346	MOLSON DIAMOND Label (1999)	1998-10-21	2001-05-22
United States	72/406569	1003456	MOLSON EXPORT (words)	1971-11-01	1975-01-28
United States	75/795642	2434825	MOLSON EXPORT Label (1996)	1999-09-08	2001-03-13
United States	76/023376	2875903	MOLSON EXPORT Label 1999	2000-04-11	2004-08-24
United States	147898	1121539	MOLSON GOLDEN (words)	1977-11-09	1979-07-03
United States	73/326291	1414433	MOLSON GOLDEN Label (1988)	1981-09-01	1986-10-21
United States	75/546242	2572480	MOLSON GOLDEN Label (1998)	1998-09-01	2002-05-28
United States	75/546709	2460735	MOLSON ICE Label (1998)	1998-09-02	2001-06-19
United States	76/207031	2708468	MOLSON Label (International 2000)	2001-02-08	2003-04-22
United States	73/544085	1391042	MOLSON LIGHT Label (1985)	1985-06-20	1986-04-22
United States	75/546243	2464861	MOLSON LIGHT Label (1998)	1998-09-01	2001-07-03
United States	75/580323	2538819	MOLSON MIXER (words)	1998-10-28	2002-02-19
United States	76/598023		MOLSON PREMIER (words)	2004-06-15	
United States	75/492221	2772788	MOLSON WHAT BEER'S ALL ABOUT! Design	1998-05-28	2003-10-14
United States	76/358655	2671781	O'KEEFE (word)	2002-01-14	2003-01-07
United States	72/373838	955351	OLD VIENNA (words)	1970-10-20	1973-03-13
United States	73/436821	1344907	OLD VIENNA (words)	1983-07-29	1985-06-25
United States	75/691832	2416989	OV & Design	1998-08-04	2001-01-02
United States	73/663782	1477950	OV (word)	1987-06-01	1988-02-23
United States	74/551201	2354263	OV ICE Label (1994)	1994-07-19	2000-06-06

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United States	73/777274	1688037	OV Label (1988)	1989-01-30	1992-05-19
United States	76/544276		PLAYOFF PACK (words)	2003-09-12	
United States	75/580324	2606294	PLEASURE PACK (words)	1998-10-28	2002-08-13
United States	76/515022		PRE-GAMER (word)	2003-05-16	
United States	75/058198	2115177	PUB CHAT (words)	1996-02-15	1997-11-25
United States	76/570999		PUCK PACK (words)	2004-01-20	
United States	76/589741		RACE CASE (words)	2004-04-01	
United States	76/227819		RICKARD'S (word)	2001-03-16	
United States	76/226999		RICKARD'S GOLD (words)	2001-03-16	
United States	76/226301		RICKARD'S RED (words)	2001-03-16	
United States	74/373279	2533190	RICKARD'S RED Design (1991)	1993-03-30	2002-01-29
United States	76/313058	2615070	SANTA CERVA (words)	2001-09-17	2002-09-03
United States	256383	1217763	SHIP Design (1955)	1980-05-30	1982-11-23
United States	76/073916	2657837	SIMULBASH (word)	2000-06-20	2002-12-10
United States	76/164635	2699341	SNEAK EVIEW (words)	2000-11-14	2003-03-25
United States	75/584789	2580577	THE GREAT CANADIAN COMBO (words)	1998-11-09	2002-06-18