

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Coors Global Properties, Inc.		04/14/2005	CORPORATION: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wyoming West Designs, LLC		
<b>Street Address:</b>	955 Alpine Lane		
<b>Internal Address:</b>	P.O. Box 4557		
<b>City:</b>	Jackson		
<b>State/Country:</b>	WYOMING		
<b>Postal Code:</b>	83001		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WYOMING		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76351995	COWBOY UP!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(612) 332-4725		
<b>Email:</b>	dmattessich@merchant-gould.com		
<b>Correspondent Name:</b>	Danielle I. Mattessich		
<b>Address Line 1:</b>	Merchant & Gould		
<b>Address Line 2:</b>	3200 IDS Center,P.O. Box 2910		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	40319.0001USZA		
<b>NAME OF SUBMITTER:</b>	Danielle I. Mattessich		
<b>Signature:</b>	/daniellemattessich/		

CH \$40.00 76351995

Date:

01/31/2006

Total Attachments: 1

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TRADEMARK ASSIGNMENT

Whereas Coors Global Properties, Inc. (the "Assignor") represents that it owns all of the right, title and interest of Coors Brewing Company and its related entities and successors including Molson Coors Brewing, Inc. (collectively "Coors") from their prior use of "Cowboy Up" since at least as early as July 4, 2002, in connection with the advertising of beer products and the goodwill associated therewith (collectively referred to as the "Trademark Rights").

Whereas this assignment is executed in connection with the resolution of a dispute between Wyoming West Designs II, Inc. ("Wyoming West") and Coors regarding Coors' use of "Cowboy Up."

Now, for good and valuable consideration, the receipt and sufficiency of which is acknowledged by Assignor, Assignor hereby assigns all right, title and interest in and to the Trademark Rights (including, without limitation, the right to sue third parties for prior infringement of the Trademark Rights) to Wyoming West.

Assignor agrees to execute any and all other documents and provide information to Wyoming West as may be necessary to evidence or effect the assignment of rights transferred herein.

Effective this 29<sup>th</sup> day of March 2005

COORS GLOBAL PROPERTIES, INC.

By: *Pattie Zerk*

Title: PRESIDENT, GENERAL COUNSEL

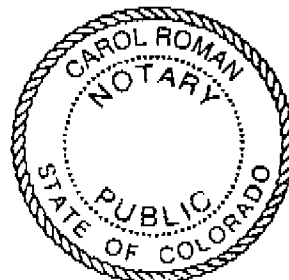
Date: April 14, 2005

State of Colorado )  
County of Jefferson ) SS

Before me personally appeared *Pattie Zerk* the President of Coors Global Properties, Inc., who executed the foregoing assignment in my presence this 14 day of April, 2005.

*Carol Roman*  
Notary Public

(seal)



My Commission Expires Aug. 2, 2005