

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
The McKenzie River Corporation		08/04/2006	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Miller Products Company
Street Address:	3939 West Highland Boulevard
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53208
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	78793412	+ -
Registration Number:	3092708	
Registration Number:	2884344	
Registration Number:	3072037	POWERED BY SPARKS
Registration Number:	2583672	SPARKS
Serial Number:	78742422	SPARKS FORMULA
Serial Number:	78742417	SPARKS HYBRID
Serial Number:	78793417	SPARKS PLUS
Registration Number:	2343656	211
Registration Number:	2539588	211
Registration Number:	1898263	STEEL RESERVE
Registration Number:	3068174	STEEL SIX
Registration Number:	2786863	TWO-ELEVEN

CORRESPONDENCE DATA	TRADEMARK
----------------------------	------------------

900056534

REEL: 003377 FRAME: 0747

CH \$340.00 78793412

Fax Number: (414)978-8675
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 414 277 5675
Email: msl@quarles.com
Correspondent Name: Marta S. Levine
Address Line 1: Quarles & Brady LLP
Address Line 2: 411 East Wisconsin Avenue
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	660005.00355
NAME OF SUBMITTER:	Marta S. Levine
Signature:	/MartaLevine/
Date:	08/25/2006

Total Attachments: 4

source=TMAssignmentMcKenzieRiverMiller#page1.tif
source=TMAssignmentMcKenzieRiverMiller#page2.tif
source=TMAssignmentMcKenzieRiverMiller#page3.tif
source=TMAssignmentMcKenzieRiverMiller#page4.tif

Confirmatory Assignment of Trademarks

This Confirmatory Assignment of Trademarks is made by and between The McKenzie River Corporation, a California corporation with its principal place of business at 1160 Battery Street, Suite 30, San Francisco, California 94111 ("Seller"), and Miller Products Company, a Wisconsin corporation with its principal place of business at 3939 West Highland Boulevard, Milwaukee, Wisconsin 53208 ("Miller Products").

Whereas, Seller is the owner of the trademarks shown on the attached Exhibit A, the registrations and applications for registration therefore, and the goodwill of the business in connection therewith (the "Trademarks").

Whereas, Miller Products desires to acquire the Trademarks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Seller hereby sells, assigns and transfers unto Miller Products, Seller's entire right, title and interest in and to the Trademarks and Seller's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks.

This Confirmatory Assignment of Trademarks is made pursuant to the (1) "Amended and Restated Agreement of Purchase and Sale dated as of July 1, 2006 and Amended and Restated as of August 9, 2006 between The McKenzie River Corporation and SABMiller Holdings, Inc. and Minott Wessinger" and (2) "Assignment of the Intangible Purchased Assets between SABMiller Holdings Inc. and Miller Products Company" dated as of the date hereof.

In witness whereof, the parties have caused this Confirmatory Assignment of Trademarks to be executed by their duly authorized representatives as of the dates written below.

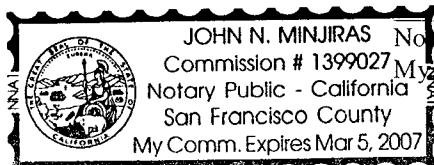
The McKenzie River Corporation

STATE OF CALIFORNIA
COUNTY OF SAN FRANCISCO

By: [Signature]
Name: Minott Wessinger
Title: President
Date: August 4, 2006

Personally came before me this 4th day of August, 2006, the above-named individual, to me known to be the person who executed this document and acknowledged the same.

(SEAL)



[Signature]
My Commission expires: 03/05/2007

Miller Products Company

By: 

Name: G. D. E. HATTERSLEY

Title: C. F. D.

Date: August 9, 2006

Personally came before me this 9 day of August, 2006, the above-named individual, to me known to be the person who executed this document and acknowledged the same.

(SEAL)


Notary Public

My commission expires: October 4, 2009

County of Milwaukee,
State of Wisconsin

Exhibit A to the
Confirmatory Assignment of Trademarks

Country	Brand	Mark	Registration (Application) No.	Issue (Filing) Date	Goods/Int. Class No.
United States	Sparks	Can Design (aka Black Sparks Can)	(78/793,412)	(01/17/2006)	Alcoholic beverage produced from a brewed malt base (33)
United States	Sparks	Can Design (aka Blue Sparks Can)	3,092,708	05/16/2006	Alcoholic beverages produced from a brewed malt base (33)
United States	Sparks	Can Design (aka Orange Sparks Can)	2,884,344	09/14/2004	Alcoholic beverages produced from a brewed malt base (33)
United States	Sparks	POWERED BY SPARKS	3,072,037	03/21/2006	Beer, malt beer and malt liquor beverages (32) Alcoholic beverages produced from a brewed malt base (33)
United States	Sparks	SPARKS	2,583,672	06/18/2002	Alcoholic beverages produced from a brewed malt base with natural flavors (33)
United States	Sparks	SPARKS FORMULA	(78/742,422)	(10/28/2005)	Alcoholic beverage produced from a brewed malt base with natural flavors (33)
United States	Sparks	SPARKS HYBRID	(78/742,417)	(10/28/2005)	Alcoholic beverage produced from a brewed malt base with natural flavors (33)
United States	Sparks	SPARKS PLUS	(78/793,417)	(01/17/2006)	Alcoholic beverage produced from a brewed malt base with natural flavors (33)
United States	Steel Reserve	211	2,343,656	04/18/2000	Malt beer and malt liquor (32)
United States	Steel Reserve	211 Stylized	2,539,588	02/19/2002	Malt beer and malt liquor (32)
United States	Steel Reserve	STEEL RESERVE	1,898,263	06/06/1995	Malt beer and malt liquor beverages (32)

Country	Brand	Mark	Registration (Application) No.	Issue (Filing) Date	Goods/Int. Class No.
United States	Steel Reserve	STEEL SIX	3,068,174	03/14/2006	Malt beer and malt liquor beverages (32)
United States	Steel Reserve	TWO-ELEVEN	2,786,863	11/25/2003	Malt beer and malt liquor (32)