# 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 |

CH $340.00 78793412

CORRESPONDENCE DATA

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

United States of America

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: _____
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)

JOHN N. MINJIRAS
Commission # 1399027
Notary Public - California
San Francisco County
My Comm. Expires Mar 5, 2007

Notary Public
My commission expires: 03/05/2007

QBMKE\660005.00355\5935295.1

Miller Products Company

By: _____

Name: G.D.E. HATTERSLEY

Title: C.F.O.

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



TRADEMARK
REEL: 003377 FRAME: 0750

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)<br>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) |



TRADEMARK
REEL: 003377 FRAME: 0751

| **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) |