

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
Coors Brewing Company		09/26/2012	CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	Molson Coors Brewing Company (UK) Limited		
Street Address:	137 High Street		
City:	Burton Upon Trent		
State/Country:	UNITED KINGDOM		
Postal Code:	DE14 1JZ		
Entity Type:	COMPANY: UNITED KINGDOM		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	74712422	CAFFREY'S	
Serial Number:	85237887	HOOPER'S HOOSH	
Serial Number:	78744334	KASTEEL CRU	
Serial Number:	85517429	RED SHIELD	
Serial Number:	85364077	WHITE SHIELD	
Serial Number:	77755132	WORTHINGTON'S	
CORRESPONDENCE DATA			
Fax Number:	4166790630		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	joanne.nardi@molsoncoors.com		
Correspondent Name:	Joanne Nardi		
Address Line 1:	33 Carlingview Drive		
Address Line 4:	Toronto, CANADA M9W 5E4		
DOMESTIC REPRESENTATIVE			

900234483

TRADEMARK
 REEL: 004868 FRAME: 0102

OP \$165.00 74712422

Name: Sheridan Ross
Address Line 1: 1560 Broadway
Address Line 2: Suite 1200
Address Line 4: Denver, COLORADO 80202-5141

NAME OF SUBMITTER:	Joanne Nardi
Signature:	/joanne nardi/
Date:	09/27/2012

Total Attachments: 3
source=CBC to MCBCUK US assignment#page1.tif
source=CBC to MCBCUK US assignment#page2.tif
source=CBC to MCBCUK US assignment#page3.tif

ASSIGNMENT OF INTERNATIONAL TRADE-MARKS

THIS ASSIGNMENT is made with effect on September 1, 2012.

BETWEEN:

- (1) **Coors Brewing Company** a Colorado Corporation with an office address at 1225 – 17th Street, 32nd Floor, Denver, Colorado, 80202, USA; (the "Assignor"); and
- (2) **Molson Coors Brewing Company (UK) Limited**, a company registered in England and Wales (company no. 26018) whose registered office 137 High Street, Burton Upon Trent, Staffordshire, England, DE14 1JZ (the "Assignee")

BACKGROUND

- (A) The Assignor is the owner of the entire right, title and interest in and to the trade-marks, listed and described in the Schedule (the "Trade Marks").
- (B) The Assignees wishes to acquire with full title guarantee the Trade Marks and the Assignor agrees to assign such Trade Marks, on the terms of this Agreement.

OPERATIVE PROVISIONS

1. In consideration of the sum of US\$1 and such further consideration as may be agreed by the parties, the receipt and sufficiency of which is hereby acknowledged, the Assignor now assigns with full title guarantee to the Assignee the Trade Marks, together with that part of the goodwill attaching to the Trade Marks, including any renewals of such Trade Marks as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made. The parties declare that it is their intent that the consideration should represent the fair market value of the Trade Marks. In the event that any tax authority should make a final determination which is not contested by the parties or should a Court of final instance determine, at any time that the fair market value of the Trade Marks is less than or greater than the consideration agreed, the consideration shall be automatically adjusted to conform with such fair market value as finally determined and all necessary or desirable adjustments shall be made. The consideration as so adjusted will be deemed to be and always to have been the purchase price for the Trademarks.
2. THE ASSIGNOR 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.

3. THE ASSIGNOR AUTHORIZES AND REQUESTS the Registrar of Trade Marks or any other equivalent authority in a particular jurisdiction to record Assignee as sole owner of any and all Trade Marks applications or registrations.
4. THIS ASSIGNMENT shall be governed by the laws of England and Wales and subject to the non-exclusive jurisdiction of the courts of England and Wales, it being recognized that any question regarding a Trade Mark registered in another jurisdiction may be brought in that jurisdiction.
5. THIS ASSIGNMENT shall have an effective date of 1st September 2012.

EXECUTED AT Washington, D.C., this 26 day of September, 2012.

COORS BREWING COMPANY

By: 

Name: SAMUEL P. WALKER
Title: Global Chief People & Legal OFFICER

EXECUTED AT Washington, D.C., this 26 day of September, 2012.

**MOLSON COORS BREWING
COMPANY (UK) LIMITED**

By: 

Name: S. Gwendoline
Title: CEO MCBC UK

SCHEDULE A

Country Name	Application #	Registration #	TM Profile	Appl. Dt	Req. Dt
United States	74/712422	2082583	CAFFREY'S (word)	08/08/1995	22/07/1997
United States	85/237887		HOOPER'S HOOCH (words)	09/02/2010	
United States	78/744334	3518249	KASTEEL CRU (words)	01/11/2005	14/10/2008
United States	85/517429		RED SHIELD (words)	16/01/2012	
United States	85/364077		WHITE SHIELD (words)	06/07/2011	
United States	77/755132	3915546	WORTHINGTON'S SHIELD Design 2009	09/06/2009	08/02/2011