

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bavaria S.A.	Bavaria Ltda.	06/16/2003	CORPORATION: BRAZIL
RECEIVING PARTY DATA			
Name:	Molson Canada		
Street Address:	33 Carlingview Drive		
City:	Toronto		
State/Country:	ONTARIO		
Postal Code:	M9W 5E4		
Entity Type:	PARTNERSHIP: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number		
Serial Number:	76342694		
Serial Number:	78149157		
CORRESPONDENCE DATA			
Fax Number:	(609)919-4401		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	609-919-4430		
Email:	sogoldsmith@duanemorris.com		
Correspondent Name:	Susan Okin Goldsmith, Esq.		
Address Line 1:	100 College Road West		
Address Line 2:	Duane Morris LLP - Suite 100		
Address Line 4:	Princeton, NEW JERSEY 08540		
ATTORNEY DOCKET NUMBER:	D4875-00013		
NAME OF SUBMITTER:	Susan Okin Goldsmith		

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Total Attachments: 4

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ASSIGNMENT

WHEREAS, Bavaria Ltda. located and doing business at **Avenida das Americas, 500, Bloco 14, Sala 103, Barra da Tijuca, Rio de Janeiro, Brazil**, filed in Canada and in the United States the trade-marks and applications set out in the attached Schedule "A";

AND WHEREAS Bavaria Ltda. did, on March 14, 2002, change its corporate name to **Bavaria S.A.**, (hereinafter the Assignor) and currently carries on business at **Avenida Engenheiro Luis Carlos Berrini, nº 105/267, 11º andar, Brooklin Novo, São Paulo/SP, Brazil**;

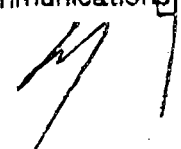
AND WHEREAS Bavaria S.A. did subsequently file in the United States the trade-mark and application set out in the attached Schedule "B";

AND WHEREAS, Molson Canada, a general partnership located and doing business at **33 Carlingview Drive, Toronto, Ontario Canada M9W 5E4** (hereinafter the Assignee) is desirous of acquiring the entire business of the Assignor relating to the trade-marks set out in Schedules "A" and "B";

NOW THEREFORE, know all men by these present that for good and valuable consideration, the receipt of which is hereby acknowledged, the said **Bavaria S.A.**, does hereby sell, assign and transfer to **Molson Canada**, all right, title and interest in and to the trade-mark and the associated applications set out in the attached Schedules "A" and "B". Such transfer shall include all of the Assignor's right, title and interest in and to the said trade-marks identified on Schedules "A" and "B" attached hereto and made a part hereof, and all the goodwill which is symbolized by the said trade-marks, and the entire business related to the said trade-marks, and all the rights and privileges under the trade-marks, including without limitation the right to renew and otherwise prosecute the registration of each of the trade-marks in Canada and the United States, and all the rights to recover for damages and profits for infringement in Canada and the United States.

The Assignee appoints **Moffat & Co.**, whose full office address in Canada is **427 Laurier Avenue West, 12th Floor, P.O. Box 2088, Station "D", Ottawa, Ontario, K1P 5W3**, as the firm to whom any notice in respect of the Assignment may be sent, and upon whom service of any proceedings in respect of the Assignment may be given or served with the same effect as if they had been given to or served upon the Assignee, in respect of the Canadian trade-marks.

The Assignee further appoints **Susan Okin Goldsmith, Esq.**, of **Duane Morris LLP, 100 College Road West, Suite 100, Princeton, New Jersey 08540**, as its attorney and domestic representative with respect to the trade-mark application filed in the United States and referenced in Schedule "A" below, to transact all business in the U.S. Patent and Trademark Office in connection therewith, and to receive all communications from the U.S. Patent and Trademark Office, with full powers of substitution, association and revocation in connection therewith. It is respectfully requested that communications



from the U.S. Patent and Trademark Office in connection with this Assignment or the said U.S. trade-mark application be addressed to Ms. Goldsmith at the foregoing physical address, and communications by e-mail to sogoldsmith@duanemorris.com are also hereby authorized.

EXECUTED at São Paulo-SP, Brazil, June 16th, 2003.

BAVARIA S/A

By: 

Name: Gustavo Horta Ramos
Title: Officer

Name: Andre Luis Rodriques
Title: Officer

MOLSON CANADA

By: 


Name: LORI A. BALL
Title: Secretary

SCHEDULE "A"**CANADA**

TRADE-MARK	SERIAL NUMBER	REGISTRATION NUMBER
BAVARIA PREMIUM & DESIGN	1,094,246	N/A
BAVARIA PILSEN & DESIGN	1,094,245	N/A
BAVARIA PREMIUM	1,139,419	N/A
BAVARIA (LABEL)	1,121,840	N/A

UNITED STATES OF AMERICA

TRADE-MARK	SERIAL NUMBER	REGISTRATION NUMBER
BAVARIA (LABEL)	76/342,694	N/A

**TRADEMARK****REEL: 002673 FRAME: 0496**

SCHEDULE "B"

UNITED STATES OF AMERICA

TRADE-MARK	SERIAL NUMBER	REGISTRATION NUMBER
A MARCA BAVARIA	78/149.157	N/A

