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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

NESLIP S.A.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other BRAZIL CORPORATION

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: July 7, 2004

2. Name and address of receiving party(ies)

Name: MOLSON INC.

Internal Address:

Address: 1555, Notre Dame, Street East, Montreal, Canada H212R5

City: Montreal, State: Zip:

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State

Other CANADA CORPORATION

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2615070

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lanning G. Bryer

Internal Address:

Street Address: Ladas & Parry 26 West 61st Street

City: New York State: N.Y. Zip: 10023

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lanning G. Bryer

Name of Person Signing

Signature

December 28, 2004

Date

(Our Ref. NTMA 040632:753) total number of pages including cover sheet, attachments, and document: 5

01/05/2005 NGETACHE 00000059 2615070

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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**UNITED STATES OF AMERICA**

**ASSIGNMENT**

WHEREAS, NESLIP S.A. (surviving corporation of a merger with HOCABRA LTDA. And before that known as HOCABRA S.A. which was formerly known as CERVEJARIAS KAISER BRASIL S.A.) a corporation organized under the laws of Brazil, with an office at Av. Maria Coelho de Aguiar, 215, Bloco A, 1º andar, Jardim São Luis, São Paulo-SP, Brazil, [hereinafter called the ASSIGNOR] has adopted and used the Trademarks registered in the United States Patent and trademark Office:

~~ADLER~~ No. ~~2219823~~ Dated: ~~January 19, 1999~~  
~~ADLER EXPORT~~ No. ~~2219824~~ Dated: ~~January 19, 1999~~  
SANTA CERVA No. 2615070 Dated: September 3, 2002 n/c

AND WHEREAS, MOLSON INC., a corporation organized and existing under the laws of Canada, with an office at 1555, Notre Dame, Street East, Montreal, Canada H212R5, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 07<sup>th</sup> day of July, 2004.

NESLIP S.A.

By: 

Name: FRANCISCO MIGUEL ALARCON / PAULO WEISER NETO

Title:

3º TABELIÃO DE NOTAS José Jacques Cardeal de Godoy Júnior  
Tabelião de Notas de São Paulo  
AV. SÃO LUIS, 192 - L24 - CEP 01045-913 - SÃO PAULO / SP - TEL/PAX: (11) 3227-7700

Rec. Semelhança S/V. Econ 0002 firma(s) de  
FRANCISCO MIGUEL ALARCON, PAULO WEISER NETO

em Teste

MARCOS CANCHES SILVA - ESCRIVÃO  
São Paulo, 14 de Julho de 2004  
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