

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
Molson, Inc.		11/30/2005	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Cervejarias Kaiser Brasil S.A.		
Street Address:	Av. Maria Coelho de Aguiar, No. 215, Bloco A		
Internal Address:	1 andar, CENESP - Centro Empresarial		
City:	05804-900, Sao Paulo - SP		
State/Country:	BRAZIL		
Entity Type:	CORPORATION: BRAZIL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76313058	SANTA CERVA	
CORRESPONDENCE DATA			
Fax Number:	(212)415-8701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2124158700		
Email:	ptotmcommunications@morganfinnegan.com		
Correspondent Name:	Morgan & Finnegan, L.L.P.		
Address Line 1:	3 World Financial Center		
Address Line 4:	New York, NEW YORK 10281-2101		
ATTORNEY DOCKET NUMBER:	3607-4003		
DOMESTIC REPRESENTATIVE			
Name:	Morgan & Finnegan, L.L.P.		
Address Line 1:	3 World Financial Center		
Address Line 4:	New York, NEW YORK 10281-2101		

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NAME OF SUBMITTER:	Christine F. Benton
Signature:	/Christine F. Benton/
Date:	07/25/2008
Total Attachments: 2 source=SANTA CERVA - Assignment#page1.tif source=SANTA CERVA - Assignment#page2.tif	

ASSIGNMENT

WHEREAS, MOLSON INC. ("MOLSON"), a corporation existing under the laws of Canada, the full post office address of whose principal office or place of business is 1555 Notre Dame Street East, Montreal, Quebec, H2L 2R5, Canada, is the owner of the trade-mark applications and registrations set out in the attached Schedule A (the "Trademarks");

AND WHEREAS, CERVEJARIAS KAISER BRASIL S.A. ("KAISER"), a corporation existing under the laws of Brazil, the full post office address of whose principal office or place of business is End.: Av. Maria Coelho de Aguiar, nº 215, Bloco A, 1º andar, CENESP - Centro Empresarial, 05804-900 - São Paulo - SP, Brasil, is desirous of acquiring the rights to the Trademarks:

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS that for \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, MOLSON does hereby sell, assign and transfer to KAISER all of its right, title and interest in and to the Trademarks, together with the goodwill attached thereto.

MOLSON further agrees that it will at any time upon the request and at the expense of KAISER deliver any and all documents that may be necessary or desirable to perfect the title to the Trademarks which may be granted therefor to KAISER, its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF MOLSON has caused these presents to be executed by its duly authorized officers, in the City of Toronto, Ontario, this 30th day of November, 2005.

MOLSON INC.

By: [Signature]
Name: Kelly L. Brown
Title: Secretary

By: [Signature]
Name: Lori A. Ball
Title: Assistant Secretary

TRADEMARK

REEL: 003822 FRAME: 0380

SCHEDULE A

Country	Appl. No.	Reg. No.	Trademark
Argentina <i>OK</i>	2377304		KAISER (word)
Canada <i>OK</i>	1134683 1112304		KAISER (word) SANTA CERVA (words)
European Union	002631737	002631737	SANTA CERVA (words)
United States <i>OK</i>	76/394541 76/373858	2,615,070	KAISER (word) SANTA CERVA (words) <i>X</i>

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