

ASSIGNMENT OF TRADE MARKS

WHEREAS **Molson Coors Beverage Company USA LLC**, the full post office address of whose principal office or place of business is 250 South Wacker Drive, Suite 800, Chicago, Illinois, USA 60601 (the "Assignor") is the owner of the trade-marks **set out in Schedule A**, and of the associated goodwill;

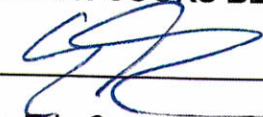
AND WHEREAS, **Coors Brewing Company**, the full post office address of whose principal office or place of business is **3939 West Highland Blvd., Milwaukee, Wisconsin 53208**, (the "Assignee") has acquired from the Assignor the whole right, title and interest in and to the said trade-marks, applications and registrations therefore, and the associated goodwill;

NOW THEREFORE in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor confirms that she has sold, assigned and transferred, and by these presents, does sell, assign and transfer unto the Assignee, their successors and assigns, the whole right, title and interest in and to the trade-marks, applications and registrations, together with the goodwill of any and all business carried on in association with the trade-marks, the same to be held by the Assignee, as fully and effectually as they would have been held by the Assignor had this assignment and sale not taken place.

EXECUTED at the City of Denver in the State of Colorado, this 6th day of ~~May~~, 2021.

June

MOLSON COORS BEVERAGE COMPANY USA LLC



Per: Eric Gunning
Title: Deputy CLO

EXECUTED at the City of Toronto in the Province of Ontario, this 7th day of ~~May~~, 2021.

June

COORS BREWING COMPANY



Per: Geneviève Prévost
Title: Director, Global Intellectual Property

SCHEDULE "A"

CANADIAN TRADE-MARK APPLICATION

Trademark	Reg. No.	Reg. Date
BLUE MOON	TMA860125	16-Sep-2013
BLUE MOON	TMA834692	19-Oct-2012
MADE STRONG IN THE FINE TRADITION OF MAKING THINGS STRONG	TMA1011433	18-Dec-2018
S & F Logo	TMA1011417	18-Dec-2018
SMITH & FORGE	TMA1050801	22-Aug-2019