

07-06-1998

FORM PTO-1594

RECORDATIC

U.S. DEPARTMENT OF COMMERCE

1-31-92

MWD 6-24-98

TRADE



Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks

100754745

copy thereof.

1. Name of conveying Party(ies):

B&B

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

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

3. Nature of conveyance:

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

Execution Date: December 9, 1994

2. Name and Address of receiving Party(ies):

Name: TEQUILERA LA GONZALENA S.A. DE C.V.

Internal Address:

Street Address: Sostenes Rocha No. 9

City: Ampliacion Daniel Garza Country: Mexico, D.F. C. P. 11840

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

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

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,389,350 - April 8, 1986

1,397,870 - June 17, 1986

Additional sheet attached? Yes No

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

Jacobson, Price, Holman & Stern
400 7th Street, N.W.
Washington, DC 20004
Tel. 202-638-6666

Attorney Docket No. T-7406 & T-9508

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41)..... \$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account No.: 06-1358

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

DO NOT USE THIS SPACE

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.

Leesa N. Weiss

Name of Person Signing

Leesa N. Weiss
Signature

June 24, 1998
Date

Total number of pages comprising cover sheet:

5 Pages

JPH&S 341-8/92

07/01/1998 TT011 00000243 1389350

01 FC:481
02 FC:482

40.00 BP
25.00 GP

TRADEMARK
REEL: 1751 FRAME: 0007

TRADEMARK
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Registration of:

TEQUILERA LA GONZALEÑA, S.A. de C.V.

Registration No.: 1,389,350

Issued: April 8, 1986

Mark: CALIENTE


**POWER OF ATTORNEY/APPOINTMENT
OF DOMESTIC REPRESENTATIVE**

The law firm of JACOBSON, PRICE, HOLMAN & STERN, PLLC, whose postal address is 400 Seventh Street, N.W., Washington, D.C. 20004-2201, is hereby designated Registrant's Domestic Representative upon whom notices or process in proceeding affecting the mark may be served.

The undersigned hereby appoints HARVEY B. JACOBSON, JR., D. DOUGLAS PRICE, JOHN C. HOLMAN, MARVIN R. STERN, SIMOR MOSKOWITZ, MICHAEL R. SLOBASKY, MARSHA G. GENTNER, JONATHAN L. SCHERER, IRWIN M. AISENBERG, WILLIAM E. PLAYER, YOON S. HAM and LEESA N. WEISS all members of the District of Columbia Bar, its attorneys to transact all business in the Patent and Trademark Office in connection with the above-identified registration, and hereby revokes all previous powers of attorney herein. Please address all correspondence to JACOBSON, PRICE, HOLMAN & STERN, PLLC, 400 Seventh Street, N.W., Washington, D.C. 20004-2201.

TEQUILERA LA GONZALEÑA, S.A. de C.V.

Dated: June 15th, 1998
Atty. Dkt. No. T-9508

By: 
Gerardo Gonzalez Gonschoytequi
Tequilera La Gonzalezna SA de CV

TRADEMARK
REEL: 1751 FRAME: 0008



TRADEMARK ASSIGNMENT

WHEREAS, B & B, a Michigan Partnership, having an address at 1315 Esperanza Street, McAllen, Texas (hereinafter "Assignor"), adopted, acquired, and is the sole and exclusive owner of the trademarks CALIENTE and CHINACO, and United States Trademark Registration Nos. 1,389,350 and 1,397,870, respectively, therefor, identified on the attached Exhibits "A" and "B" (hereinafter, collectively, "Assigned Properties");

WHEREAS, Tequilera La Gonzaleña, S.A. de C.V., a Corporation organized under the laws of Mexico having an address of Sostenes Rocha No. 9, Ampliacion Daniel Garza, Mexico, D.F. C.P. 11840 (hereinafter "Assignee"), is desirous of acquiring all right, title and interest in and to the aforementioned Assigned Properties, and the goodwill of the business symbolized by the Assigned Properties; and

WHEREAS, the parties now wish to reduce the assignment of the Assigned Properties to writing in a form recordable in the United States Patent and Trademark Office.

NOW, THEREFORE, for \$10.00, and other good and valuable consideration, including written agreement of even date between the parties for payment, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee all right, title and interest in and to the Assigned Properties, together with the goodwill of the business symbolized by said Assigned Properties, and all foreign rights therein in all other countries, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment and sale had not been made; together with all claims

for damages by reason of past infringement of the Assigned Properties with the right to sue for and collect the same for Assignee's own use and behalf, and for the use and on behalf of his successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, said Assignor has caused its name to be signed and its seal to be affixed, by its duly authorized partner, this 9th day of December, 1994.

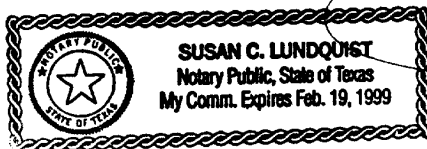
B & B, A Partnership

By: *Hazel Baldridge*
HAZEL BALDRIDGE

Title: PARTNER

STATE OF TEXAS §
 §
COUNTY OF HIDALGO §

On this 9th day of December, 1994, before me personally appeared HAZEL BALDRIDGE, a Partner of B & B, who represented and warranted that she is the individual named above and who executed the foregoing instrument and that she has been duly authorized by B & B to sign, seal and delivery the same as the voluntary act and deed of B & B for the uses and purposes therein expressed.



Susan C. Lundquist
Notary Public, State of Texas

[SEAL]

Trademark Assignment
B & B
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