

07-08-1999

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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

EBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

- Individual General Partnership Limited Partnership Association
- Corporation
- Other
- Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

07/08/1999 DNGUYEN 00000409 75526917

FOR OFFICE USE ONLY

01 FC:481
02 FC:482
40.00 OP
25.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 001925 FRAME: 0922

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="75,526,917"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75,537,499"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Mary L. Grieco

Name of Person Signing

Signature

7-1-99

Date Signed

ASSIGNMENT

WHEREAS, THE GRAMBINUS COMPANY, a Texas corporation, having an address of 14800 San Pedro Avenue, San Antonio, TX 78232 (hereinafter "ASSIGNOR") is the owner of the pending United States Trademark Application Serial No. 75-526,917 for the mark CHANGE YOUR WHOLE LATTITUDE for "beer and ale;"

AND WHEREAS, CERVECERIA MODELO, S.A. de C.V., a Mexico corporation, having an address of Lago Alberto No. 156, Colonia Anahuac C.P. 11320, Mexico D.F., Mexico (hereinafter "ASSIGNEE"), is desirous of acquiring all rights, title, and interest in the said mark and pending United States Trademark Application, together with any and all goodwill associated therewith or otherwise symbolized thereby;

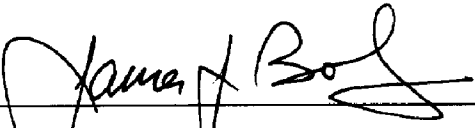
NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, sells and sets over to said ASSIGNEE, its successors and assigns, all rights, title, and interest in the said mark and pending United States Trademark Application, together with any and all goodwill associated therewith or otherwise symbolized thereby, including the right to sue for any past infringement and collect damages therefore.

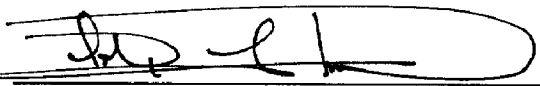
Dated: 6/9/99

Dated: 6/24/99

The Gambrinus Company
ASSIGNOR

Cerveceria Modelo, S.A. de C.V.
ASSIGNEE

By: 
Typed Name: JAMES J. BOLZ

By: 
Typed Name: ARACNO PÉREZ-SAMPEDANO

Position: TREASURER

Position: LEGAL REPRESENTATIVE

ASSIGNMENT

WHEREAS, THE GRAMBINUS COMPANY, a Texas corporation, having an address of 14800 San Pedro Avenue, San Antonio, TX 78232 (hereinafter "ASSIGNOR") is the owner of the pending United States Trademark Application Serial No. 75-537,499 for the mark CHANGE YOUR WHOLE LATTITUDE for "clothing, namely t-shirts, jackets, visors and hats;"

AND WHEREAS, CERVECERIA MODELO, S.A. de C.V., a Mexico corporation, having an address of Lago Alberto No. 156, Colonia Anahuac C.P. 11320, Mexico D.F., Mexico (hereinafter "ASSIGNEE"), is desirous of acquiring all rights, title, and interest in the said mark and pending United States Trademark Application, together with any and all goodwill associated therewith or otherwise symbolized thereby;

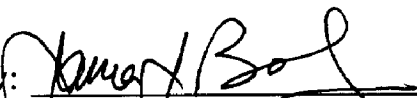
NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, sells and sets over to said ASSIGNEE, its successors and assigns, all rights, title, and interest in the said mark and pending United States Trademark Application, together with any and all goodwill associated therewith or otherwise symbolized thereby, including the right to sue for any past infringement and collect damages therefore.

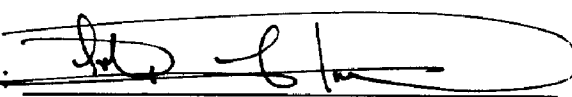
Dated: 6/9/99

Dated: 6/24/99

The Gambrinus Company
ASSIGNOR

Cerveceria Modelo, S.A. de C.V.
ASSIGNEE

By: 

By: 

Typed Name: JAMES J. BOLZ

Typed Name: ARTURO PÉREZ-ARREDONDO .

Position: TREASURER

Position: LEGAL REPRESENTATIVE