

09-07-1999



101136391

M.R.L.
9-1-99

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

Merger
Effective Date
Month Day Year

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

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

Individual General Partnership Limited Partnership 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.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

09/07/1999 JMOORE 00000005 162460 75384320

01 FC:AA1 40.00 CH
02 FC:AA2 30.00 CH

This burden reporting collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

REEL: 001953 FRAME: 0443

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name Michael J. MacDermott, Esq.

Address (line 1) Pretty, Schroeder & Poplawski

Address (line 2) 444 S. Flower St., 19th Floor

Address (line 3) Los Angeles, CA 90071

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

(213) 622-7700

Name Michael J. MacDermott, Esq.

Address (line 1) Pretty, Schroeder & Poplawski

Address (line 2) 444 S. Flower Street, 19th Floor

Address (line 3) Los Angeles, CA 90071

Address (line 4)

Pages

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

3

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)

75384320

2093334 2145057

Number of Properties

Enter the total number of properties involved.

3

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 90.00

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:

162460

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.

Michael J. MacDermott

August 30, 1999

Name of Person Signing

Signature

Date Signed

ASSIGNMENT

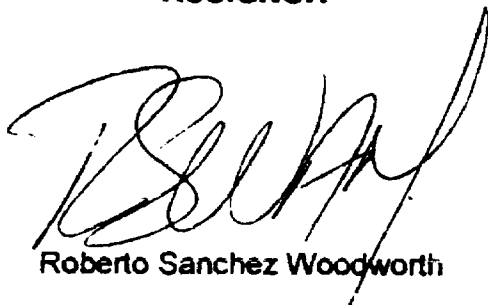
February 17, 1999

WHEREAS, Roberto Sanchez Woodworth, an individual and citizen of the United States of Mexico, with a mailing address of Bosques de Duraznos No. 69 - 3, Col. Bosques de las Lomas, C.P. 11700, is the owner of the trademark listed on the attached schedule, which is subject to the registrations and an application to register in United States Patent and Trademark Office as stated on said schedule; and

WHEREAS, Cerveceria Mexicana, S.A. de C.V. a Mexican company duly organized under the laws of the Mexican United States, with mailing address of Boulevard Morelos No. 750, Col. Industrial, Tecate, Baja California, Mexico, is desirous of acquiring said trademark and the application and registration thereof.

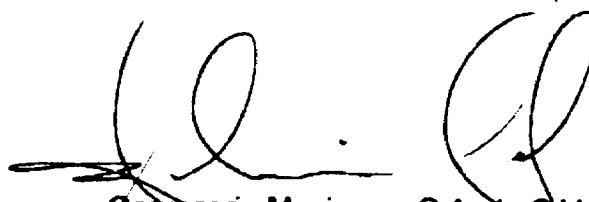
NOW THEREFORE, for good valued consideration, receipt of which is hereby acknowledged said Roberto Sanchez Woodworth hereby assigns unto the said Cerveceria Mexicana, S.A. de C.V., all legal rights, title and interest in and to the said trademark, together with the good will of the business symbolized by the trademark, and the applications and registration specified in the attached schedule.

ASSIGNOR



Roberto Sanchez Woodworth

ASSIGNEE



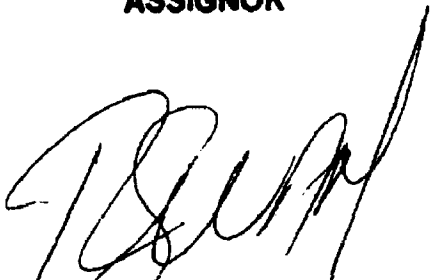
Cerveceria Mexicana, S.A. de C.V.
By Federico Cabo
President

SCHEDULE OF TRADEMARK

| Trademark | Registration No. | Registration Date |
|------------------|-------------------------|--------------------------|
| MEXICALI | 2,093,334 | September 2, 1887 |
| MEXICALI | 2,145,057 | March 17, 1998 |

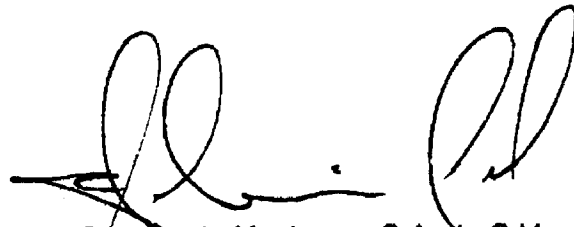
| Trademark | Application No. | Filing Date |
|---------------------------|------------------------|--------------------|
| MEXICALI and Label Design | 75/384,320 | November 4, 1997 |

ASSIGNOR



Roberto Sanchez Woodworth

ADDRESSEE

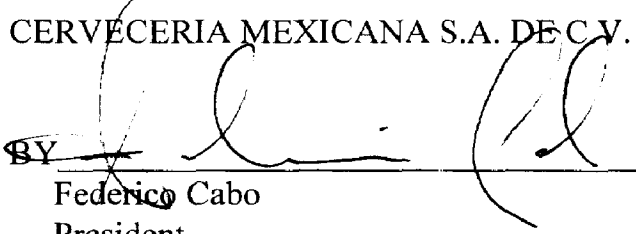


Cerveceria Mexicana, S.A. de C.V.
By Federico Cabo
President

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Cerveceria Mexicana S.A. de C.V., owner of the attached registrations and applications, hereby appoints Federico Cabo whose address is P.O. Box 10007, Newport Beach, California 92658 as its representative upon whom notices or process affecting the marks may be served.

CERVECERIA MEXICANA S.A. DE C.V.

~~BY~~ 

Federico Cabo
President

Dated: August 30, 1999