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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  
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- 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

Execution Date  
Month Day Year

Name Sazerac Company, Inc.

11/17/95

Formerly \_\_\_\_\_

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

**Receiving Party**

Mark if additional names of receiving parties attached

Name Tequilas del Señor S.A. de C.V.

DBA/AK/A \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) Rio Tuito #1193, Col. Atlas, Guadalajara, Jalisco, Mexico

Address (line 2) \_\_\_\_\_

Address (line 3) Guadalajara

Jalisco, Mexico

Zip Code

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

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.)

**FOR OFFICE USE ONLY**

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Mail documents to be recorded with required cover sheet(s) information to:

**TRADEMARK**  
REEL: 002046 FRAME: 0248

**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)

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.


Anthony Matulewicz  
Name of Person Signing

  
Signature

05/04/2000  
Date Signed

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****Mark:** Cesar Garcia**Registration No.:** 1,312,551**Assignee:** Tequilas del Señor**TO:**  
Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513**DESIGNATION OF DOMESTIC REPRESENTATIVE**

I, Manuel Garcia, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she appoints Anthony Matulewicz, with postal address at 417 E. REDBUD, McAllen, Texas 78504 Phone (956) 630-3080 as its domestic representative upon whom notice or process in proceedings affecting the mark may be served.

  
\_\_\_\_\_  
Manuel Garcia  
General Director Tequilas del Señor

March 3, 2000

TRADEMARK ASSIGNMENT

This Assignment is made this date by Sazerac Company, Inc. ("Assignor") to Tequilas del Señor S.A. de C.V. ("Assignee").

WHEREAS Assignor has adopted and is using the trademark CESAR GARCIA ("Mark") for tequila, for which it has obtained both federal and common law rights, and for which it has registered in the United States Patent and Trademark Office, Registration Number 1,312,551;

WHEREAS Assignee desires to acquire the entire right, title and interest of the Assignor in the Mark, together with the goodwill symbolized by the mark, and the registration thereof; and

WHEREAS Assignor desires to assign the entire right title and interest in the Mark, together with the goodwill symbolized by the mark, for the consideration set forth herein.

NOW THEREFORE:

1. Assignor hereby assigns and transfers to Assignee all of Assignor's interest in the Mark together with the goodwill of the business symbolized by the Mark and in the registration thereof.

2. As consideration for the rights assigned herein, Assignee has paid Assignor the sum of \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged.

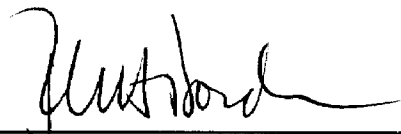
3. The address of the Assignee is:

Tequilas del Señor S.A. de C.V.  
Rio Tuito # 1193 Col. Atlas  
Guadalajara, Jalisco  
Mexico

Dated this 17th day of November, 1995.

Sazerac Company, Inc.

By:



Peter W. H. Bordeaux  
President/CEO

STATE OF LOUISIANA:  
PARISH OF ORLEANS:

Peter W. H. Bordeaux, being duly sworn, deposes and says that he is the President and Chief Executive Officer of Sazerac Company, Inc., and that he has executed the assignment for and on behalf of Sazerac Company, Inc., being duly authorizes to do so.

Subscribed and Sworn to before me this 17<sup>th</sup> day of November, 1995.



\_\_\_\_\_  
Notary Public

Stephen E. Camisa  
Notary Public - State of Louisiana  
My commission is for life