

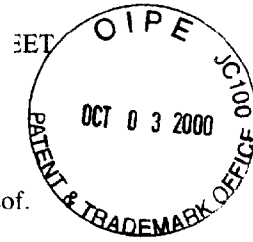
11-08-2000

10-3-00



TRADEMARK
1491-0005

101509955



To the Honorable Commissioner of Trademarks:

Please record the attached original documents or copy thereof.

1. Name of conveying parties: BELVEDERE
2. Name and address of receiving party(ies):
 Name: TEQUILA HERRADURA, S.A. DE C.V.
 Street Address: Calle Comercio No. 172
 City/State/Country/Zip: Guadalajara, Jal. 44180 Mexico
 MEXICO
3. Name of Conveyance: (X) Assignment
 (X) Execution Date: September 28, 2000.
4. Application number(s) or Registration number(s):
 Application No.: 75/460,110
 Mark: HACIENDA DEL CRISTERO
5. Name and address of party to whom correspondence concerning document should be mailed:
 Stuart J. Friedman
 NIXON PEABODY LLP
 8180 Greensboro Drive, Suite 800
 McLean, Virginia 22102
6. Total number of applications and Registrations involved: One (1)
7. Total fee (37 C.F.R. § 481 2.6(b)(6) and § 482 2.6(b)(6)) of \$40.00 is enclosed.
8. Deposit Account Number: 19-2380 (Attach duplicate copy of this page if paying by deposit account)
9. Other Documents Attached:

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.

Stuart J. Friedman, Reg. No. 24,312

10-03-00

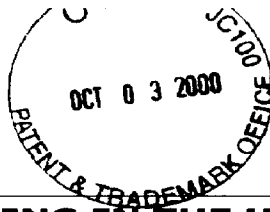
Date

11/07/2000 NTHAI1 00000110 75460110

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Total number of pages comprising cover sheet, attachments and document: 40.00 Three (3)

**TRADEMARK
REEL: 002169 FRAME: 0927**



ASSIGNMENT OF TRADEMARK FILING IN THE UNITED STATES OF AMERICA

BETWEEN,

**BELVEDERE
A French Corporation
10 Avenue Charles Jaffelin
21200 BEAUNE
FRANCE**

The Assignor,

AND,

**TEQUILA HERRADURA, S.A. DE C.V.
A Mexican Corporation
Calle Comercio No. 172
Guadalajara, Jal.
44180 MEXICO
MÉXICO**

The Assignee,

WHEREAS

The Assignor is holder and owner of the following trademark application filed in the United States of America:

<u>Mark</u>	<u>Filing Date</u>	<u>Serial No.</u>
HACIENDA DEL CRISTERO	April 1, 1998	75/460 110 ("Application")

Hereby we assign our United States of America trademark filing together with the good will of the business symbolized by the said mark to

TEQUILA HERRADURA, S.A. DE C.V.

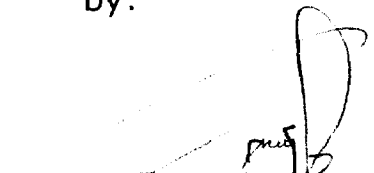
Located at

**Calle Comercio No. 172
Guadalajara, Jal
44180 MEXICO
MÉXICO**



For good and valuable consideration the receipt of which is hereby acknowledged by the Assignor, and in conformance with the Agreement entered into between Belvedere and Tequila Herradura, S.A. de C.V., dated November 20th, 1997, the Assignor hereby assigns to the Assignee all of its right, title and interest in and to the said mark and Application, and in and to any registration granted thereon, together with the good will of the business symbolized by the said mark and with all the rights and privileges attached thereto, including the right to prosecute any infringing acts.


Signed in Guadalajara, Jalisco, Mexico, this date September 28, 2000 by:




BELVEDERE,
The Assignor



TEQUILA HERRADURA, S.A. DE C.V.,
The Assignee



Witness



Witness