

08-06-2001

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

RE



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

101801134

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

The Gambrinus Company 7-27-01

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

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

2. Name and address of receiving party(ies)

Cerveceria Modelo S.A. de C.V.

Name: Internal Address:

Street Address: Lago Alberto No. 156

City: Colonia Anahuac C.P. 1320 Mexico D.F.

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date:

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

A. Trademark Application No.(s)

76/011,148 76/012,112 76,039,210

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Joseph A. Yanny Internal Address: Yanny & Smith 1925 Century Park East, Ste 1260 Street Address: 1925 Century Park East Suite 1260 City: Los Angeles State: CA Zip: 90067

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 3.41): \$ 120.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

25-0050

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

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.

Michael P. Martin Name of Person Signing

Signature

5

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

08/06/2001 TDI21 0000027 76011148

01 FC:481 40.00 DP 02 FC:482 50.00 DP

00010790 08/06/2001 TDI211 CHECK Refund Total 330.00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK DIVISION

Applicant: Cerveceria Modelo, S.A. de C.V.  
Address: Lago Alberto No. 156  
Colonia Anahuac C.P.  
11320 Mexico, D.F. Mexico

**In re Trademark Applications**

Mark: MILES AWAY FROM ORDINARY  
Int'l Class No.: 32  
Serial No.: 76/011,148  
Our Docket No.: 3725

Mark: MILES AWAY FROM THE USUAL  
Int'l Class No.: 32  
Serial No.: 76/012,112  
Our Docket No.: 3865

Mark: MILES AWAY FROM OTHER LIGHT BEERS  
Int'l Class No.: 32  
Serial No.: 76/039,210  
Our Docket No.: 3866

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Dear Sir:

Procermex, Inc., whose postal address is 8004 West Avenue, San Antonio, Texas 78213, Attention: Roberto S. Viejo, is hereby designated applicant's representative upon whom notice of process affecting the above marks may be served.

Respectfully submitted,

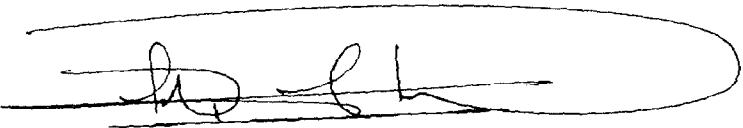
Signed: 

Name: ~~Jorge Siegrist~~

Title: General Director of Legal Affairs

Applicant: Cerveceria Modelo, S.A. de C.V.

Dated: 7/3/01

  
Arturo Preez-Arredondo

Title: International Legal Director

Applicant: Cerveceria Modelo, S.A. de C.V.

Dated: 7/3/01

**ASSIGNMENT**

WHEREAS, THE GAMBRINUS 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. 76-011,148 for the mark MILES AWAY FROM ORDINARY for "beer" in International class 32;

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: April 5, 2001

Dated: 6/11/01

The Gambrinus Company  
ASSIGNOR

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

By: [Signature]

By: [Signature]

Typed Name: William A. Levine

Typed Name: Jorge Segura Arturo Pérez Arredondo

Position: Secretary

Position: General Director of Legal Affairs International Legal Director

**ASSIGNMENT**

WHEREAS, THE GAMBRINUS 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. 76-012,112 for the mark MILES AWAY FROM THE USUAL for "beer" in International class 32;

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: April 5, 2001

Dated: 6/11/01

The Gambrinus Company  
ASSIGNOR

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

By: W. A. L.

By: [Signature]

Typed Name: William A. Levine

Typed Name: Jorge Siegrist Actua Perez Arellano

Position: Secretary

Position: General Director of International Legal  
Legal Affairs Director

**ASSIGNMENT**

WHEREAS, THE GAMBRINUS 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. 76-039,210 for the mark MILES AWAY FROM OTHER LIGHT BEER for "beers" in International class 32;

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.

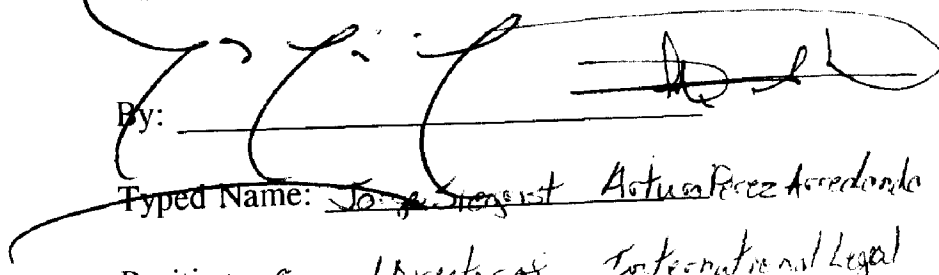
Dated: April 5, 2001

Dated: 6/11/01

The Gambrinus Company  
ASSIGNOR

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

By: WALLET

By: 

Typed Name: William A. Levine

Typed Name: Jorge Sienra Actuaria Perez Arredondo

Position: Secretary

Position: General Director of International Legal  
Legal Affairs