

10-04-2001



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Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

Tab settings

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

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

09/24/01

- 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)

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

Address: Lago Alberto No. 156

Street Address: Colonia Anahuac, C.P.

City: 11320 Mexico State: DF Zip: Mexico

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Mexico
- 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: August 17, 2001

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

A. Trademark Application No.(s)

See attachment.

B. Trademark Registration No.(s)

See attachment.

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

Street Address: 1925 Century Park East

Suite 1260

City: L.A. State: CA Zip: 90067

6. Total number of applications and registrations involved: 20

7. Total fee (37 CFR 3.41).....\$ 800.00

- 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)

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.

Michael P. Martin

Name of Person Signing

Signature

9-18-01

Date

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

CHECK Refund Total: \$2851.00

10/03/2001 JJALLAH2 00000027 2421720

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

01 FC:481
02 FC:482

40.00 OP
475.00 OP

Refund Ref: 10/03/2001 JJALLAH2 000011059

TRADEMARK
REEL: 002377 FRAME: 0977

**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 Registrations/Applications:

| <u>Serial/Registration No.</u> | <u>Mark</u> | <u>International Class - Goods</u> |
|--------------------------------|----------------------------------------|----------------------------------------|
| 2,421,720 | THE CLASSIC CHOICE FOR A GOOD CIGAR | 25 32 |
| 2,421,719 | EXPERIENCE THE ULTIMATE FINISH | 32 |
| 2,352,842 | NUMERO UNO PARTY BEER | 32 |
| 2,305,687 | UNETE A LA ONDA DEL SABOR | 32 |
| 2,305,685 | EL SABOR DE LA NOCHE | 32 |
| 2,305,684 | THE DRINKO FOR CINCO | 32 |
| 2,253,811 | FOR THOSE WHO KNOW | 32 |
| 76/264,966 | EL RITMO DE VERANO CON CORONA | 25 32 |
| 76/264,914 | SIEMPRE ESPECIAL | 32 |
| 76/264,744 | PASSPORT TO PARADISE | 25 32 |
| 76/181,189 | SEEK UNCIVILIZATION | 25 |
| 76/181,188 | SEEK UNCIVILIZATION | 32 |
| 76/108,806 | SAVE THE PUMPKINS CARVE A LIME | 25 |
| 76/108,805 | MISCELLANEOUS DESIGN | 25 32 |
| 76/057,061 | TIME FOR A COOL CHANGE | 25 32 |

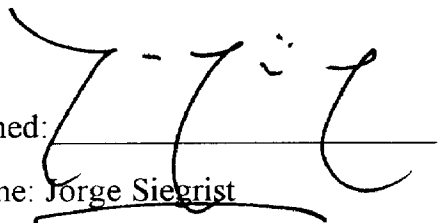
| | | |
|------------|--------------------------------|----------|
| 76/030,366 | SAVE THE PUMPKINS CARVE A LIME | 32 |
| 76/011,649 | ESCAPE THE ORDINARY | 32 |
| 76/011,438 | ESCAPE THE USUAL | 32 |
| 76/010,599 | SHOES AND SHIRT OPTIONAL | 32 |
| 75/526,913 | CIVILIZATION IS OVERRATED | 25 32 |

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 or process affecting the above marks may be served.

Respectfully submitted,

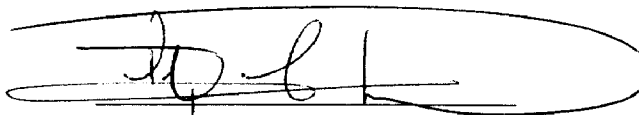
Signed: 

Name: Jorge Siegrist

Title: General Director of Legal Affairs

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

Dated:



Arturo Preez-Arredondo

Title: International Legal Director

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

Dated:

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 following United States Trademark Applications and Registrations

| <u>Serial/Registration No.</u> | <u>Mark</u> | <u>International Class - Goods</u> |
|--------------------------------|-------------------------------------|------------------------------------|
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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: August 17, 2001

Dated: August 22, 2001

The Gambrinus Company
ASSIGNOR

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

By: 

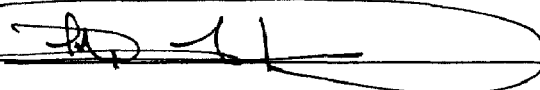
By: 

Typed Name: William A. Levine

Typed Name: Jorge Siegrist Prado

Position: Secretary

Position: Legal Representative

By: 

Typed Name: Arturo Pérez Arredondo

Position: Legal Representative

TRADEMARK REGISTRATIONS:

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