

12-20-2002

FORM PTO-1
Expires 06/30/99
OMB 0651-0027



102316525

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

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FINANCE SECTION

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 Change of Name
 - Other
- Effective Date
Month Day Year

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

Corporation Association

Other

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.)

Citizenship/State of Incorporation/Organization

12/19/2002 JALLAH2 00000022 76357311

FOR OFFICE USE ONLY

01 FC:8521
02 FC:8522

40.00 OP
150.00 OP

Public burden reporting for this 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

TRADEMARK
REEL: 002636 FRAME: 0988

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.

John S. Egbert, Attorney for Applicant

12-5-02

Name of Person Signing

Signature

Date Signed

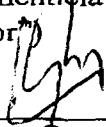
ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS Compania Alimenticia del Norte, S.A. de C.V. ("Assignor"), a corporation of the country of Mexico, with an address of Manuel L. Barragan No. 708 Nte., Col. Tabachines, San Nicolas de los Garza, N.L., Mexico 66425, has adopted and uses the trademark "THE EXCITING MEXICAN WAY OF DRINKING BEER", which is the subject of an application in the United States Patent and Trademark Office, U.S. Serial No. 76/357,311, filed on January 11, 2002; and

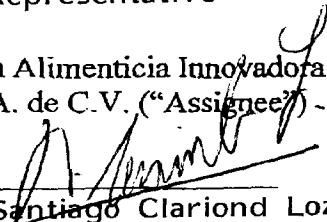
WHEREAS Compania Alimenticia Innovadora del Norte, S.A. de C.V. ("Assignee"), a corporation of the country of Mexico, with an address of Manuel L. Barragan No. 708 Nte., Col. Tabachines, San Nicolas de los Garza, N.L., Mexico 66425, is desirous of acquiring said trademark and the application thereof:

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to the trademark and the said application, together with the good will of the business symbolized by the trademark.

Compania Alimenticia del Norte, S.A. de C.V. ("Assignor")

By: 
Name: Arturo Garza Z.
Title: Representative

Compania Alimenticia Innovadora del Norte, S.A. de C.V. ("Assignee")

By: 
Name: Santiago Clariond Lozano
Title: Representative

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS Compania Alimenticia del Norte, S.A. de C.V. ("Assignor"), a corporation of the country of Mexico, with an address of Manuel L. Barragan No. 708 Nte., Col. Tabachines, San Nicolas de los Garza, N.L., Mexico 66425, has adopted and uses the trademark "MICHELADA", which is the subject of an application in the United States Patent and Trademark Office, U.S. Serial No. 76/374,961, filed on February 25, 2002; and

WHEREAS Compania Alimenticia Innovadora del Norte, S.A. de C.V. ("Assignee"), a corporation of the country of Mexico, with an address of Manuel L. Barragan No. 708 Nte., Col. Tabachines, San Nicolas de los Garza, N.L., Mexico 66425, is desirous of acquiring said trademark and the application thereof:

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By: _____

Name: Arturo Garza Z.

Title: Representative

Compania Alimenticia Innovadora del Norte, S.A. de C.V. ("Assignee")

By: _____

Name: Santiago Clariond Lozano

Title: Representative

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WHEREAS Compania Alimenticia Innovadora del Norte, S.A. de C.V. ("Assignee"), a corporation of the country of Mexico, with an address of Manuel L. Barragan No. 708 Nte., Col. Tabachines, San Nicolas de los Garza, N.L., Mexico 66425, is desirous of acquiring said trademark and the application thereof:

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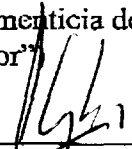
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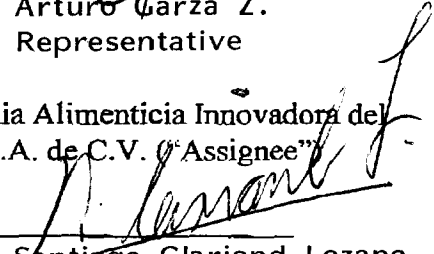
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Name: Santiago Clariond Lozano
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WHEREAS Compania Alimenticia Innovadora del Norte, S.A. de C.V. ("Assignee"), a corporation of the country of Mexico, with an address of Manuel L. Barragan No. 708 Nte., Col. Tabachines, San Nicolas de los Garza, N.L., Mexico 66425, is desirous of acquiring said trademark and the application thereof:

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By: [Signature]
Name: Santiago Clariond Lozano
Title: Representative

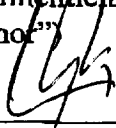
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WHEREAS Compania Alimenticia Innovadora del Norte, S.A. de C.V. ("Assignee"), a corporation of the country of Mexico, with an address of Manuel L. Barragan No. 708 Nte., Col. Tabachines, San Nicolas de los Garza, N.L., Mexico 66425, is desirous of acquiring said trademark and the application thereof:

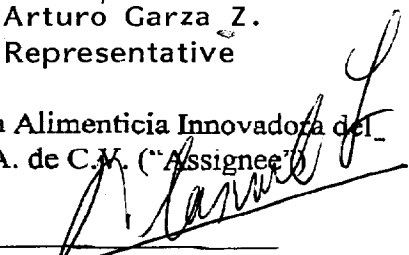
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