

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tippcon, LLC		08/30/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	Jose Cuervo, S.A. de C.V.
Street Address:	Guillermo Gonzalez Camarena #800
Internal Address:	Zedec Santa Fe
City:	Delegacion A. Obregon, Mexico, D.F.
State/Country:	MEXICO
Postal Code:	C.P. 0121
Entity Type:	CORPORATION: MEXICO

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76395835	THE FLAVORFUL FIRE

CORRESPONDENCE DATA	
Fax Number:	(973)836-0306
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-949-9022
Email:	fterranella@lawabel.com
Correspondent Name:	Lawrence E. Abelman
Address Line 1:	150 East 42nd Street
Address Line 4:	New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	8002270
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DOMESTIC REPRESENTATIVE	
Name:	Lawrence E. Abelman
Address Line 1:	150 East 42nd Street
Address Line 4:	New York, NEW YORK 10017

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TRADEMARK

REEL: 002934 FRAME: 0659

NAME OF SUBMITTER:

Lawrence E. Abelman

Total Attachments: 1

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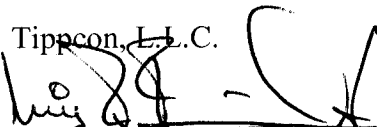
WHEREAS, TIPPCON, L.L.C., a Delaware Limited Liability Company, having its principal place of business at 1477 Lomaland, Suite, E-5, El Paso, Texas 79935, ("Assignor"), has adopted and is using THE FLAVORFUL FIRE as a trademark for *hot sauces and salsa* products; and

WHEREAS, said Assignor is the owner of U.S. Trademark Application No. 76/395,835 for THE FLAVORFUL FIRE, filed April 15, 2002; and

WHEREAS, JOSE CUERVO, S.A. DE C.V., a corporation operating under the laws of the country of Mexico, having its principal place of business at Guillermo Gonzalez Camarena #800, Zedec Santa Fe, Delegacion A. Obregon, Mexico, D.F. Mexico C.P. 0121 ("Assignee"), is desirous of acquiring said trademark together with the good will of the business with which said trademark is used and which is symbolized by said mark and any and all registrations, and applications for registration of said mark, specifically including the above-cited application;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the sum of One Dollars (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged by said Assignor, said Assignor has assigned and by these presents, does hereby sell, transfer, convey and assign unto said Assignee the entire right, title, and interest in and to said mark, all registrations and applications for registration of said mark, including those specifically herein before identified, the right to recover for past infringement of said mark, and the good will of the business in connection with which said mark is used and which is symbolized by said mark and all past, present and future causes of action for infringement, dilution or misappropriation of the mark.

Tippcon, L.L.C.


Luis Fernandez

Title: Vice President

Date: 08/30/04