

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
Tequila Las Siete Marcas SA DE CV		09/22/2004	CORPORATION: MEXICO

RECEIVING PARTY DATA	
Name:	Fabrica de Tequila Puerta de Hierro
Street Address:	Km 32 Carretera Federal
Internal Address:	Guadalajara-Nogales El Arenal
City:	Jalisco
State/Country:	MEXICO
Entity Type:	CORPORATION: MEXICO

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78124953	DON DIEGO

CORRESPONDENCE DATA	
Fax Number:	(312)521-2875
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-521-2775
Email:	asacharoff@muchshelist.com
Correspondent Name:	Much Shelist Freed Denenberg Ament & Rub
Address Line 1:	191 N Wacker Drive Suite 1800
Address Line 4:	Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	0003035.0016
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DOMESTIC REPRESENTATIVE	
Name:	Much Shelist Freed Denenberg Ament & Rub
Address Line 1:	191 N. Wacker Drive, Suite 1800
Address Line 2:	Adam K Sacharoff
Address Line 4:	Chicago, ILLINOIS 60606

CH \$40.00 78124953

NAME OF SUBMITTER:

Adam K Sacharoff

Total Attachments: 1

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Assignment of Trademarks

Tequilas Las Siete Marcas SA DE CV, whose principal place of business is Venezuela 475 Col. Americana, Guadalajara, Jalisco, Mexico, holds title to the Trademark

United States Trademark DON DIEGO Serial No.: 78/124,953

Fabrica de Tequila Puerta de Hierro, whose principal place of business is Km.32 Carretera Federal Guadalajara-Nogales, El Arenal, Jalisco, México

desires to obtain title and any and all interest Tequilas Las Siete Marcas has to said trademark.

Therefore, for the sum of \$1.00 plus other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged,

Tequilas Las Siete Marcas hereby assigns to Fabrica de Tequila Puerta de Hierro, its legal representatives, successors and assignees, its entire right, title and interest in said trademark properties and the goodwill represented thereby, including the right to claim priority, as fully and completely as the same would have been held by Tequilas Las Siete Marcas had this Assignment not been made.

AND for the same consideration, Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of said mark and said application without charge to Assignor but at the cost and expense of Assignee.

Tequilas Las Siete Marcas SA DE CV

Fabrica de Tequila Puerta de Hierro

BY

BY

Name:

COSTAS P. ATALIO

Name:

Leticia Hermosillo Revelero

Title:

PRESIDENT & CEO

Title:

Owner

Date:

SEPT 22nd, 2004

Date:

Sept 22/04