

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | MERGER |
| EFFECTIVE DATE: | 12/17/2004 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------------------|----------|----------------|---------------------|
| Comercial MNC, S.A. de C.V. | | 12/17/2004 | CORPORATION: MEXICO |

RECEIVING PARTY DATA

| | |
|-----------------|---------------------------------|
| Name: | CCM International, S.A. de C.V. |
| Street Address: | Avenida Alfonso Reyes 2202 Nte. |
| City: | Monterrey, Nuevo Leon |
| State/Country: | MEXICO |
| Postal Code: | 64442 |
| Entity Type: | CORPORATION: MEXICO |

PROPERTY NUMBERS Total: 38

| Property Type | Number | Word Mark |
|----------------------|---------|----------------------|
| Registration Number: | 1707094 | BOHEMIA |
| Registration Number: | 2036306 | BOHEMIA |
| Registration Number: | 1702031 | BOHEMIA |
| Registration Number: | 2021545 | BOHEMIA |
| Registration Number: | 648437 | BOHEMIA BRAND |
| Registration Number: | 1707093 | CARTA BLANCA |
| Registration Number: | 1731199 | CARTA BLANCA |
| Registration Number: | 595653 | CARTA BLANCA |
| Registration Number: | 775513 | CARTA BLANCA |
| Registration Number: | 1097665 | CARTA BLANCA |
| Registration Number: | 1731201 | CARTA BLANCA |
| Registration Number: | 883888 | CERVEZA SUPERIOR C M |
| Registration Number: | 1957087 | CERVEZA TECATE LIGHT |

CH \$965.00 1707094

| | | |
|----------------------|----------|--|
| Registration Number: | 1404312 | CHIHUAHUA |
| Registration Number: | 1729700 | CHIHUAHUA |
| Registration Number: | 1676953 | DOS EQUIS |
| Registration Number: | 904930 | XX DOS EQUIS |
| Registration Number: | 1671837 | DOS EQUIS XX |
| Registration Number: | 1707097 | DOS EQUIS XX |
| Registration Number: | 1677719 | DOS EQUIS XX |
| Registration Number: | 940034 | MALTA EL SOL |
| Registration Number: | 2211325 | MONTERREY CERVECERIA CUAUHEMOC S.A. MONTERREY, MEXICO |
| Registration Number: | 1061913 | NOCHE BUENA |
| Registration Number: | 1031645 | CERVEZA ESPECIAL DE "NOCHE BUENA" |
| Registration Number: | 1702032 | SOL |
| Registration Number: | 1671851 | IMPORTED BEER SOL ESPECIAL |
| Registration Number: | 1551192 | SOL. CERVEZA ESPECIAL IMPORTED BEER ORIZABA VERACRUZ. |
| Registration Number: | 1741570 | SUPERIOR |
| Registration Number: | 1725806 | SUPERIOR |
| Registration Number: | 1696173 | TECATE |
| Registration Number: | 1313746 | TECATE |
| Registration Number: | 1700633 | TECATE |
| Registration Number: | 1666892 | T TECATE |
| Registration Number: | 2701951 | VA POR MEXICO |
| Registration Number: | 1018152 | CERVEZA CLARA XXX TRES EQUIS |
| Serial Number: | 76539167 | DO YOU SPEAK DOS EQUIS? |
| Serial Number: | 76591183 | SOL BRAVA |
| Serial Number: | 76591184 | SOL BRAVA |

CORRESPONDENCE DATA

Fax Number: (312)578-6666

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3125786689

Email: scott.petersen@hklaw.com

Correspondent Name: Scott W. Petersen

Address Line 1: 131 South Dearborn Street

Address Line 2: 30th Floor

Address Line 4: Chicago, ILLINOIS 60603

DOMESTIC REPRESENTATIVE

Name: Scott W. Petersen
Address Line 1: 131 South Dearborn Street
Address Line 2: 30th Floor
Address Line 4: Chicago, ILLINOIS 60603

| | |
|--------------------|---------------------|
| NAME OF SUBMITTER: | Scott W. Petersen |
| Signature: | /Scott W. Petersen/ |
| Date: | 02/10/2005 |

Total Attachments: 3
source=Comercial to CCM International Merger#page1.tif
source=Comercial to CCM International Merger#page2.tif
source=Comercial to CCM International Merger#page3.tif

I, Romeo Arnoldo Lopez Ruiz, Mexican citizen with residence in Pully, Switzerland, and Legal Representative of CCM IP, S.A. (*CCM IP AG*) (*CCM IP Ltd*), HEREBY DECLARE, that CCM IP, S.A. (*CCM IP AG*) (*CCM IP Ltd*) is a Swiss company with corporate seat in Avenue de Rumine 33, 1005 Lausanne, Switzerland and has been established on June 17th 2004 and registered in the Registry of Commerce of the Canton of Vaud, Switzerland on June 21st 2004.

That CCM IP, S.A. (*CCM IP AG*) (*CCM IP Ltd*) is the owner of several intellectual property rights received from CCM International, S.A. de C.V., a Mexican company with tax residence Lausanne, Switzerland but corporate seat in Monterrey, Mexico.

That the intellectual property rights portfolio which CCM IP, S.A. (*CCM IP AG*) (*CCM IP Ltd*) has received from CCM International, S.A. de C.V. belonged to the Mexican company Cervecería Cuauhtémoc Moctezuma S.A. de C.V.

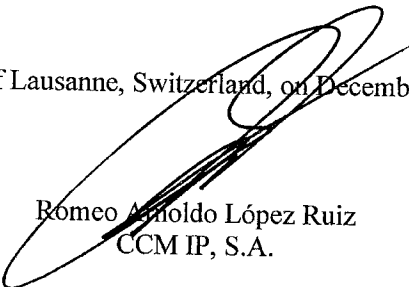
That Cervecería Cuauhtémoc Moctezuma S.A. de C.V. was demerged on March 14th, 2003 and as a result of this demerger, the company Comercial MNC, S.A. de C.V. was incorporated and was attributed with the entire intellectual property rights portfolio, previously held by Cervecería Cuauhtémoc Moctezuma S.A. de C.V.

That on December 18th 2003, CCM International absorbed Comercial MNC S.A. de C.V. by way of a merger, thus becoming the owner of the entire portfolio of the group's intellectual property rights, which belonged to Comercial MNC S.A. de C.V. before the merger.

And on June 17th 2004, CCM IP, S.A. (*CCM IP AG*) (*CCM IP Ltd*) was established by the contribution of entire portfolio of intellectual property rights that CCM International, S.A. de C.V. owned at that date.

I declare under penalty of perjury under the laws of Switzerland that the foregoing is true and correct.

Issued and signed in the city of Lausanne, Switzerland, on December 17th, 2004.

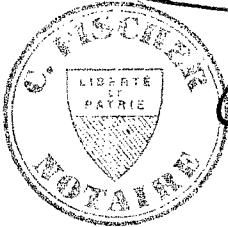


Romeo Arnoldo López Ruiz
CCM IP, S.A.

Legalization Nr 5'435.-

I, the undersigned **Christophe Fischer**, Notary Public in Lausanne (Vaud, Switzerland), certify the genuineness of the signature written on the other side of this document by Mr **Romeo Arnaldo Lopez Ruiz**, who validly commits the Company **CCM IP SA**, in Lausanne, by his individual signature.

Lausanne, the seventeenth day of December two thousand and four.



Handwritten signature of Christophe Fischer



APOSTILLE
(Convention de La Haye du 5 octobre 1961)

1. Pays: SUISSE

Le présent acte public

2. a été signé par Christophe Fischer

3. agissant en qualité de notaire à Lausanne

4. est revêtu du sceau/timbre de C. Fischer notaire

Attesté

5. à Lausanne 6. le 13 janvier 2005

7. par la Chancellerie d'Etat du Canton de Vaud

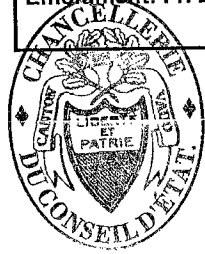
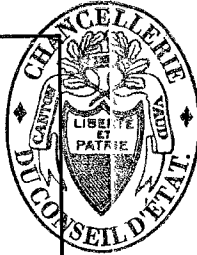
8. sous No 10908

9. Sceau/timbre:

10. Signature
pr le Chancelier d'Etat:

Handwritten signature of J. Kryekurti

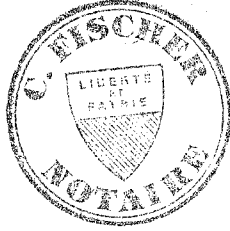
Emolument: Fr. 25.- **J. Kryekurti**



--- VIDIMUS ---

Je soussigné, Christophe **Fischer**, notaire à Lausanne (Vaud, Suisse), certifie que la présente photocopie est en tous points conforme à l'original du document qui m'a été produit.

Lausanne, le quatorze janvier deux mille cinq. _____



Christophe Fischer

