

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CCM International, S.A. de C.V.		12/28/2004	CORPORATION: MEXICO

RECEIVING PARTY DATA	
Name:	CCM IP, S.A.
Street Address:	Avenue de Rumine 33
City:	Lausanne
State/Country:	SWITZERLAND
Postal Code:	CH-1005
Entity Type:	CORPORATION: SWITZERLAND

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
Registration Number:	1404312	CHIHUAHUA

CH \$965.00 1707094

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: 312.578.6689
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

TRADEMARK
REEL: 003027 FRAME: 0746

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:	02/11/2005

Total Attachments: 3
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ASSIGNMENT

WHEREAS, CCM International, S.A. de C.V., a corporation duly organized under the laws of Mexico having an office and place of business at Avenida Alfonso Reyes 2202 Nte., Monterrey, Nuevo Leon 64442 Mexico, having secured registrations and applications in and for the following United States trademarks:

<u>Trademark</u>	<u>Application No.</u>
DO YOU SPEAK DOS EQUIS?	76/539,167
SOL BRAVA	76/591,183
SOL BRAVA & Design	76/591,184

<u>Trademark</u>	<u>Registration No.</u>
BOHEMIA	1,707,094
BOHEMIA	2,036,306
BOHEMIA & Design	1,702,031
BOHEMIA & Design	2,021,545
BOHEMIA & Design	648,437
CARTA BLANCA	1,707,093
CARTA BLANCA	1,731,199
CARTA BLANCA & Design	595,653
CARTA BLANCA & Design	775,513
CARTA BLANCA & Design	1,097,665
CARTA BLANCA & Design	1,731,201
CERVEZA SUPERIOR & Design	883,888
CERVEZA TECATE LIGHT & Design	1,957,087
CHIHUAHUA	1,404,312
CHIHUAHUA & Design	1,729,700
DOS EQUIS	1,676,953
DOS EQUIS & Design	904,930
DOS EQUIS XX	1,671,837
DOS EQUIS XX & Design	1,707,097
DOS EQUIS XX & Design	1,677,719
MALTA EL SOL	940,034
MONTERREY & Design	2,211,325
NOCHE BUENA	1,061,913
NOCHE BUENA & Design	1,031,645
SOL	1,702,032
SOL & Design	1,671,851

<u>Trademark</u>	<u>Registration No.</u>
SOL (CERVEZA ESPECIAL IMPORTED BEER PROZABA VERACRUZ)	1,551,192
SUPERIOR	1,741,570
SUPERIOR & Design	1,725,806
TECATE	1,696,173
TECATE	1,313,746
TECATE & Design	1,700,633
TECATE & Design	1,666,892
VA POR MEXICO	2,701,951
XXX & Bird Design	1,018,152

and whereas, CCM IP, S.A., a corporation duly organized under the laws of Switzerland, having an office and place of business at Avenue de Rumine 33, CH-1005 Lausanne, Switzerland, is desirous of acquiring said trademarks, the registrations thereof, and the good will of the business associated therewith.

NOW, THEREFORE, for the good and valuable consideration of \$1.00 (One Dollar) the receipt and sufficiency of which is hereby acknowledged and confessed, CCM International, S.A. de C.V. hereby sells, assigns, transfers and sets over unto CCM IP, S.A. the entire right, title, and interest in and to said trademarks and the registrations thereof, together with the goodwill of the business in connection with which the trademarks and registrations have been and are being used, all rights to continue said registrations, all common law rights associated therewith, together with the right to bring and maintain actions based on the trademarks *nunc pro tunc* as of December 18, 2003.

IN WITNESS WHEREOF, CCM International S.A. de C.V. has caused this Assignment to be executed by its Legal Manager Antonio Gutierrez Cabello on this 28 day of December, 2004.

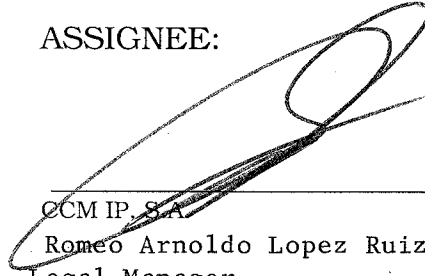
ASSIGNOR:



CCM International S.A. de C.V.
Antonio Gutierrez Cabello,
Legal Manager

Printed Name and Title

ASSIGNEE:



CCM IP, S.A.
Romeo Arnoldo Lopez Ruiz
Legal Manager

Printed Name and Title

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