

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
JDC S.A. de C.V.		12/30/2004	Sociedad Anonima: MEXICO

**RECEIVING PARTY DATA**

<b>Name:</b>	Pernod Ricard Mexico, S.A. de C.V.
<b>Street Address:</b>	Ejercito Nacional #216, Piso 15
<b>Internal Address:</b>	Colonia Anzures
<b>City:</b>	Mexico DF
<b>State/Country:</b>	MEXICO
<b>Postal Code:</b>	11590
<b>Entity Type:</b>	Sociedad Anonima: MEXICO

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	0822512	MARIACHI

**CORRESPONDENCE DATA**

Fax Number: (914)848-4670  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 914-848-4621  
 Email: adam.tracy@pernod-ricard-usa.com, susan.santaniello@pernod-ricard-usa.com  
 Correspondent Name: Pernod Ricard USA, LLC  
 Address Line 1: One Manhattanville Road, 3rd Floor  
 Address Line 2: Attn: Adam Tracy, Esq.  
 Address Line 4: Purchase, NEW YORK 10577

<b>ATTORNEY DOCKET NUMBER:</b>	MARICHI-PRMX
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**DOMESTIC REPRESENTATIVE**

Name: Pernod Ricard USA, LLC

**900040154**

**TRADEMARK  
 REEL: 003230 FRAME: 0458**

**CH \$40.00 0822512**

Address Line 1: One Manhattanville Road, Third Floor  
Address Line 2: Attn: Adam Tracy, Esq.  
Address Line 4: Purchase, NEW MEXICO 10577

NAME OF SUBMITTER:	Adam Tracy
Signature:	/at/
Date:	01/19/2006
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

ASSIGNMENT

CESION

By this Contract

Por este Contrato

Assignor's Name:

JDC S.A. de C.V.

JDC S.A. de C.V.

addressed at Av. Del Tequila 1, Arandas Mexico

con domicilio en Av. Del Tequila 1, Arandas Mexico

Assignor's Address:

assigns, sells, and transfers in whole ownership and dominion to

cede, vende y transfiere en toda propiedad y dominio a

Assignee's Name:

Pernod Ricard México, S.A. de C.V.

Pernod Ricard México, S.A. de C.V.

Assignee's Address:

addressed at Ejercito Nacional, #216, Piso 15, Colonia Anzures, 11590 Mexico DF

domiciliada en Ejercito Nacional, #216, Piso 15, Colonia Anzures, 11590 Mexico DF

List of patents, applications or trademarks assigned

all rights, titles and interests on the following trademarks: Attachment A.

todos los derechos, títulos e intereses correspondientes a los siguientes privilegios de marca registradas: Attachment A

Consideration or price of the assignment

The price of this transfer is the amount of four (4) pesos, freely fixed by the parties and already received by the assignor.

El precio de esta transferencia es la cantidad de cuatro (4) pesos, libremente fijado por las partes y ya recibido por la parte cedente.

Signed by the Assignor

Firmado por el Cedente

Date and place of execution by Assignor

on the date of: 30/12/2004 in the City of: MEXICO

en la fecha de: 30/12/2004 en la Ciudad de: MEXICO

Signed by the Assignee

Firmado por la Cesionaria

Date and place of execution by Assignee

on the date of: 30/12/2004 in the City of: MEXICO

en la fecha de: 30/12/2004 en la Ciudad de: MEXICO

ASSIGNOR / CEDENTE

ASSIGNEE / CESIONARIA

Signature of parties

Name: Marc Beuve-Mery Title: General Manager

Name: Marc Beuve-Mery Title: General Manager

TESTIGOS (Witnesses)

TESTIGOS (Witnesses)

Signature of 2 Witnesses per each party

Name: Aracelia MORENO Address: Venezuela 31-21 MEXICO DF.

Name: Josepina Araya Address: Av. Estado de Mexico 291 Miltepec MEXICO.

Name: Patricia Zehammer Address: Ejercito Nacional 216/15 Mexico D.F.

Name: Gaspar Hernandez Address: Periferico Anahuac no 10 Huixquilucan, Edo de Mex. MEXICO

TRADEMARK

REEL: 003230 FRAME: 0460

ATTACHMENT A

UNITED STATES OF AMERICA

<u>TRADEMARK</u>	<u>REG. NUMBER</u>	<u>REG. DATE</u>	<u>CLASS</u>
MARIACHI	0822512	17-Jan-1967	33