

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cadbury Beverages B.V.		04/10/2006	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Controladora De Marcas Internacionales, S.A. De C.V.		
Street Address:	Blvd. Manuel Avila Camacho #24, Piso 4, Col. Lomas de Chapultepec		
City:	Mexico D.F.		
State/Country:	MEXICO		
Postal Code:	11000		
Entity Type:	Sociedad Anonima: MEXICO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78470397	PENAFIEL NATUREL	
Registration Number:	2830909	PENAFIEL	
CORRESPONDENCE DATA			
Fax Number:	(914)612-6325		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914.612.4701		
Email:	groupip@cs-americas.com		
Correspondent Name:	Daniel Chung, Esq.		
Address Line 1:	900 King Street		
Address Line 4:	Rye Brook, NEW YORK 10573		
ATTORNEY DOCKET NUMBER:	PENAFIEL		
DOMESTIC REPRESENTATIVE			
Name:	Daniel Chung, Esq.		
Address Line 1:	900 King Street		

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Address Line 4: Rye Brook, NEW YORK 10573

NAME OF SUBMITTER:

Daniel Chung

Signature:

/Daniel Chung/

Date:

04/11/2006

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

WHEREAS, Cadbury Beverages B.V. ("Assignor"), a Netherlands corporation, with a place of business at Tower B World Trade Center, 17th Floor, Strawinskylaan 1725, Amsterdam, 1077 XX, Netherlands, is the record owner of the trademarks listed on Schedule "A" (the "Marks") attached hereto, which are registered and/or pending in the United States Patent and Trademark Office; and

WHEREAS, Controladora De Marcas Internacionales, S.A. De C.V. ("Assignee"), a Mexico company, with a place of business at Blvd. Manuel Avila Camacho #24, Piso 4, Col. Lomas de Chapultepec, Mexico D.F., 11000, Mexico, desires to obtain all rights in and to the Marks listed on Schedule "A."

NOW, THEREFORE, as of April 1, 2006, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee, all of Assignor's right, title and interest in and to the Marks, the registration and application therefore, the right to recover for past infringement, and the goodwill of the business in connection with which it has been used.

IN WITNESS WHEREOF, Assignor has caused this document to be executed on the 10th day of April, 2006.

Cadbury Beverages B.V.

By: 

Name: Daniel Cheng

Title: Attorney-in-Fact

SCHEDULE "A"

MARK	CLASS	APP. NO.	FILING DATE	REG. NO.	REG. DATE
PENAFIEL NATUREL	32	78/470397	November 29, 2005		
PENAFIEL	32	78/205260	January 21, 2003	2830909	April 6, 2004