

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Barton Beers, Ltd		02/23/2007	CORPORATION: MARYLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cerveceria Modelo, S.A. de C.V.		
<b>Street Address:</b>	Lago Alberto No. 156 Col. Anahuac C.P.		
<b>City:</b>	Mexico D.F.		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	11320		
<b>Entity Type:</b>	CORPORATION: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3199794	UNWRAP THE MYSTERY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)222-0818		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312.222.0800		
<b>Email:</b>	jhbrown@michaelbest.com		
<b>Correspondent Name:</b>	Jeffrey H. Brown, Michael Best Friedrich		
<b>Address Line 1:</b>	Two Prudential Plaza		
<b>Address Line 2:</b>	180 N. Stetson, Suite 2000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>ATTORNEY DOCKET NUMBER:</b>	017587-9031		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Mark I. Peroff		
<b>Address Line 1:</b>	Kirkpatrick & Lockhart Nicholson Graham		
<b>Address Line 2:</b>	599 Lexington Avenue		

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Address Line 4: New York, NEW YORK 10022-6030

NAME OF SUBMITTER:

Jeffrey H. Brown

Signature:

/Jeffrey H. Brown/

Date:

02/23/2007

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment is executed as of the 23<sup>rd</sup> day of February, 2007.

**Background**

Barton Beers, Ltd., (the "Assignor"), a Maryland corporation, has adopted and registered the trademark identified on **Schedule A** attached hereto (the "Trademark"), and is the owner of the registration for the Trademark identified on **Schedule A** (the Registration").

Cerveceria Modelo, S.A. de C.V. (the "Assignee"), a corporation organized under the laws of Mexico with a place of business at Lago Alberto No. 156 Col. Anahuac C.P. Mexico D.F. 11320, Mexico, desires to acquire the Trademark and Registration from the Assignor.

**Grant of Assignment**

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby assigns to the Assignee all of the Assignor's right, title, and interest in and to the Trademark and the Registration, including the right to sue for past infringement thereof, and the goodwill of the business symbolized by the Trademark.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of this 23<sup>rd</sup> day of February, 2007.

BARTON BEERS, LTD.

By: [Signature]

Name: MICHAEL D LURIE

Title: VICE PRESIDENT

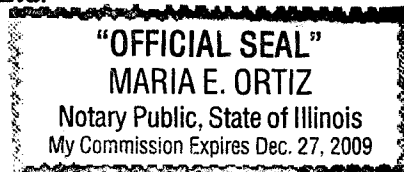
MICHAEL D. LURIE, VICE PRESIDENT  
Print Name and Title

STATE OF ILLINOIS )

COUNTY OF COOK )

On this 23 day of February, 2007, before me appeared Michael D. Lurie, to me personally known, and he/she acknowledged the foregoing instrument to be his/her free act and deed and the free act and deed of Barton Beers, Ltd.

[Signature]  
Notary Public [NOTARY SEAL/STAMP]  
My commission expires: 12/27/09



**SCHEDULE A**

**Trademark**

UNWRAP THE MYSTERY

**Registration No.**

3199794

**Registration Date**

January 16, 2007