

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ROMPOPE DE SANTA CLARA S.A. DE C.V.		12/23/1996	COMPANY: MEXICO

**RECEIVING PARTY DATA**

Name:	CASA CUERVO, S.A. DE C.V.
Street Address:	Av. Rio Churubusco No. 213
City:	Col. Granjas
State/Country:	MEXICO
Postal Code:	08400
Entity Type:	COMPANY: MEXICO

Name:	ROMO HERMANAS, S.A. DE C.V.
Street Address:	Kepler No. 49-B
Internal Address:	Col. Nueva Anzures
City:	C.P.
State/Country:	MEXICO
Postal Code:	11509
Entity Type:	COMPANY: MEXICO

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	1980595	SANTA CLARA
Registration Number:	1514778	
Registration Number:	1548773	

**CORRESPONDENCE DATA**

Fax Number: (212)949-9190  
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CH \$90.00 1980595

Phone: (212) 949-9022  
Email: JMStarzynski@lawabel.com  
Correspondent Name: Victor M. Tannenbaum  
Address Line 1: 666 Third Avenue  
Address Line 2: 10th Floor  
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	8001883
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**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Victor M. Tannenbaum
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Signature:	/VMT/
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Date:	09/29/2008
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Total Attachments: 2  
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**DECLARATION OF ASSIGNMENT**

This Declaration of Assignment is made and executed by **CASA CUERVO, S.A. DE C.V.**, a Mexican company with offices at Av. Rio Churubusco No. 213, Col. Granjas Mexico, 08400 Mexico, D.F. (hereinafter "CUERVO"), and **ROMO HERMANAS, S.A. DE C.V.** (successor by merger to **SUPER CLUB DE VINOS Y LICORES, S.A. DE C.V.**), a Mexican company with an office at Kepler No. 49-B, Col. Nueva Anzures, C.P. 11509, Mexico D.F. (hereinafter "SUPER CLUB"). CUERVO and SUPER CLUB are hereinafter collectively referred to as "Assignee".

1. Assignee hereby states that the following trademarks, and the goodwill associated therewith and the registrations and applications for the trademarks, have been assigned to Assignee by Rompope de Santa Clara, S.A. de C.V. (hereinafter "ROMPOPE").

<u>Country</u>	<u>Trademark</u>	<u>Number</u>
United States of America	SANTA CLARA and Design	1980595
United States of America	NUN Design	1514778
United States of America	Bottle Design	1548773

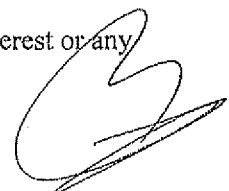
The above trademarks are hereinafter collectively referred to as the "Said Trademarks".

The assignment of the Said Trademarks was pursuant to the following documents:

(a) Deed of Assignment of Brand Rights dated December 23, 1996 pursuant to which ROMPOPE assigned to CUERVO fifty (50%) percent of its ownership rights in and to the Said Trademarks together with all contracts with suppliers and with third parties involving goods identified by the Said Trademarks.

(b) Sale and Assignment of Brand Rights dated January 2, 1992 pursuant to which ROMPOPE assigned to SUPER CLUB fifty percent (50%) of its ownership rights in and to the Said Trademarks.

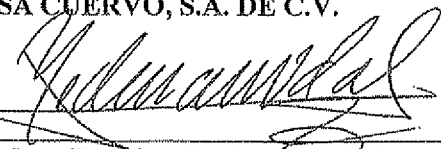
(c) The foregoing documents provide and confirm that all of the rights in and to the Said Trademarks, including but not limited to all ownership rights to the commercial name SANTA CLARA, were assigned to Assignee, and that ROMPOPE retains no ownership interest or any other interest in and to the Said Trademarks.



(d) The foregoing documents evidenced by their terms were intended to include and did include in the assignment to Assignee all of the goodwill and the business associated with the Said Trademarks and the registrations and applications for the Said Trademarks.

IN WITNESS WHEREOF, the Assignees have executed this Declaration of Assignment with the understanding that the above referenced assignments are effective as of January 2, 1992 and December 23, 1996 as set forth herein.

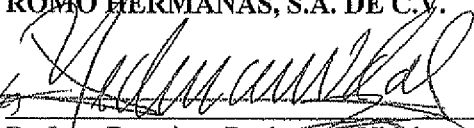
**CASA CUERVO, S.A. DE C.V.**



*JFB*

By Juan-Francisco Beckmann-Vidal  
Title: President and Attorney in fact  
Date: September 26, 2008

**ROMO HERMANAS, S.A. DE C.V.**



*JFB*

By Juan-Francisco Beckmann-Vidal  
Title: Attorney in fact  
Date: September 26, 2008