

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jugos del Valle, S.A. de C.V.		11/13/2006	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	Jugos del Valle, S.A.B. de C.V.		
Street Address:	Ave. Insurgentes No. 30 Barrio De Texcacoa		
City:	Municipio De Tepotzotlan, Edo. De Mexico		
State/Country:	MEXICO		
Entity Type:	publicly traded corporation: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2179045	BEBERE	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-857-6000		
Email:	carvalho.cristina@arentfox.com		
Correspondent Name:	Cristina A. Carvalho		
Address Line 1:	1050 Connecticut Avenue NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	026892.00002		
DOMESTIC REPRESENTATIVE			
Name:	Cristina A. Carvalho		
Address Line 1:	1050 Connecticut Avenue NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
NAME OF SUBMITTER:	Cristina A. Carvalho		

CH \$40.00 2179045

Signature:

/Cristina A. Carvalho/

Date:

03/31/2009

Total Attachments: 0

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**