

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Jugos del Valle, S.A.B. de C.V. | | 07/14/2008 | publicly traded corporation: MEXICO |
| RECEIVING PARTY DATA | | | |
| Name: | Jugos del Valle, S.A.P.I. de C.V. | | |
| Street Address: | Ave. Insurgentes No. 30 Barrio de Texcacoa 54600 | | |
| 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 | | |

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| NAME OF SUBMITTER: | Cristina A. Carvalho |
| Signature: | /Cristina A. Carvalho/ |
| Date: | 03/31/2009 |
| Total Attachments: 0 | |

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