

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
Fideicomiso Club de Futbol Monterrey		04/01/2009	CORPORATION:

RECEIVING PARTY DATA

Name:	Cervezas Cuauhtemoc Moctezuma, S.A. de C.V.
Street Address:	Avenida Alfonso Reyes 2202 Nte.
City:	Monterrey, Nuevo Leon
State/Country:	MEXICO
Postal Code:	64442
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	3333593	M
Registration Number:	3333592	R12
Registration Number:	3338246	RAYADOS
Registration Number:	3539283	DOCE

CORRESPONDENCE DATA

Fax Number: (312)578-6666
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-578-6689
 Email: scott.petersen@hklaw.com
 Correspondent Name: Scott W. Petersen c/o Holland & Knight
 Address Line 1: 131 South Dearborn Street, 30th Floor
 Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	119527.00001
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DOMESTIC REPRESENTATIVE

900130955

**TRADEMARK
 REEL: 003966 FRAME: 0381**

OP \$115.00 3333593

Name: Scott W. Petersen
Address Line 1: 131 South Dearborn Street, 30th Floor
Address Line 4: Chicago, ILLINOIS 60603

NAME OF SUBMITTER:	Scott W. Petersen
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Signature:	/Scott W. Petersen/
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Date:	04/03/2009
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TRADEMARK ASSIGNMENT

WHEREAS, Fideicomiso Club de Futbol Monterrey, a Corporation of Mexico, having an address of Valle Oriente, Pedro Ramirez Vazquez, #200 10, San Pedro, Nuevo Leon, Mexico C.P. 66269 having secured United States trademark registrations as follows:

<u>Trademark</u>	<u>U.S. Registration No.</u>	<u>Registered</u>
M & Design	3,333,593	November 13, 2007
R12 & Design	3,333,592	November 13, 2007
RAYADOS & Design	3,338,246	November 20, 2007
DOCE & Design	3,539,283	December 2, 2008

AND WHEREAS, Cervezas Cuauhtemoc Moctezuma, S.A. de C.V., a Corporation of Mexico, having an address of Avenida Alfonso Reyes 2202 Nte., Monterrey, Nuevo Leon 64442, Mexico, is desirous of acquiring the rights of Fideicomiso Club de Futbol Monterrey in said trademarks, and the good will of the business associated therewith and the part of the business with which the trademarks will be used.

NOW, THEREFORE, for the good and valuable consideration of \$1.00 (One Dollar) the receipt and sufficiency of which is hereby acknowledged and confessed, Fideicomiso Club de Futbol Monterrey does hereby sell, assign, transfer and set over unto Cervezas Cuauhtemoc Moctezuma, S.A. de C.V. its entire right, title, and interest in and to said trademarks thereof, together with the goodwill of the business in connection with which the trademarks have been and is being used, all rights to continue said registrations, all common law rights associated therewith, together with the right to bring and maintain actions based on the trademarks.

IN WITNESS WHEREOF, Fideicomiso Club de Futbol Monterrey has caused this Assignment to be executed on this 1st. day of April, 2009.

[SIGNATURE ON FOLLOWING PAGE]

ASSIGNOR:

Authorized Signature of
Fideicomiso Club de Fútbol Monterrey

Lic. Antonio Gutiérrez Cabello
Legal Representative
Printed Name and Title

ASSIGNMENT OF TRADEMARKS:

M & Design	3,333,593
R12 & Design	3,333,592
RAYADOS & Design	3,338,246
DOCE & Design	3,539,283

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