

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Elena Herrera		04/15/2009	INDIVIDUAL: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TEQUILA SUPREMO, S.A. DE C.V.		
<b>Street Address:</b>	CARRETERA BASE AEREA 3640-4		
<b>City:</b>	ZAPOPAN		
<b>State/Country:</b>	MEXICO		
<b>Entity Type:</b>	CORPORATION: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3574282	CAMARENA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(909)599-6788		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	+52(33)12040285		
<b>Email:</b>	cramirez@uribeyasociados.com		
<b>Correspondent Name:</b>	CESAR RAMIREZ		
<b>Address Line 1:</b>	PRADO DE LOS LAURELES 325		
<b>Address Line 4:</b>	ZAPOPAN, MEXICO 45050		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			
<b>Address Line 4:</b>			
<b>NAME OF SUBMITTER:</b>	ELENA HERRERA		

OP \$40.00 3574282

Signature:	/elena herrera/
Date:	05/07/2009
Total Attachments: 1 source=Assignment CAMARENA#page1.tif	

WHEREAS Elena Herrera Orendain, a Mexican individual, with its address at Carretera Base Aerea #3640-4 Zapopan, Jalisco Mexico ("Assignor"), is the owner of the U.S. Registration No. 3,574,282 for the trademark CAMARENA for tequila issued May 15, 1994 (the "Mark") by the U.S. Patent and Trademark Office.

WHEREAS Tequila Supremo S.A. de C.V., a Mexican corporation with its address at Carretera Base Aerea #3640-4 Zapopan, Jalisco, Mexico ("Assignee"), desires to acquire all of Assignor's right, title, and interest in and to the Mark, the registration therefor, and the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, and conveys all of its interest in and to the Mark together with the goodwill of the business associated with the Mark and the registration therefor.

Assignor represents and warrants that it owns the Mark, that no other party has any right, interest, or title in or to the Mark, that it has the legal right to assign the Mark to Assignee, and that such assignment does not infringe the rights of any other party.

Assignor further represents and warrants that there are no pending claims or actions relating to the Mark.

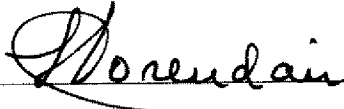
Assignee shall have the right to file appropriate documents with the U.S. Patent and Trademark Office to ensure that title to and ownership of the Mark is registered in Assignee's name, and Assignor shall cooperate with Assignee with regard thereto and execute any documents reasonably required to effect the purposes of this Assignment.

Assignee shall have the right to sue for and retain all damages for any past, present, or future infringements to the Mark.

The Assignment shall be binding on and inure to the benefit of the parties hereto and their respective successors and assigns.

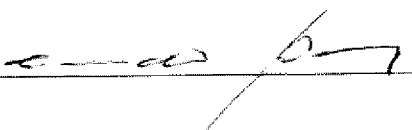
Executed this 15th day of April 2009 at Zapopan, Jalisco, Mexico.

Elena Herrera Orendain.

By: 

Its: Owner

Tequila Supremo S.A. de C.V.

By: 

Its: Legal Representative