

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Constellation Beers Ltd.	FORMERLY Barton Beers, Ltd.	09/16/2009	CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	Cerveceria Modelo, S.A. de C.V.		
Street Address:	Lago Alberto No. 156		
City:	Col. Anahuac		
State/Country:	MEXICO		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2717694	GRAB THE LIMELIGHT	
CORRESPONDENCE DATA			
Fax Number:	(212)536-3901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 536-3900		
Email:	nytrademarks@klgates.com		
Correspondent Name:	Andrew L. Reibman		
Address Line 1:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022-6030		
ATTORNEY DOCKET NUMBER:	0808845.0012		
DOMESTIC REPRESENTATIVE			
Name:	Andrew L. Reibman		
Address Line 1:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022-6030		
NAME OF SUBMITTER:	Rosemary Douglas		

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Signature:	/rosemary douglas/
Date:	10/09/2009
Total Attachments: 1 source=grabthelimeight#page1.tif	

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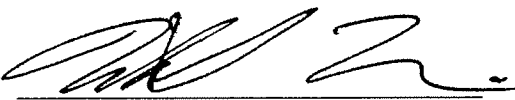
WHEREAS, CONSTELLATION BEERS LTD. (f/k/a Barton Beers, Ltd.), a Maryland corporation, with a business address of 1 South Dearborn Street, Chicago, Illinois 60603 U.S.A. (hereinafter referred to as "ASSIGNOR"), has adopted, used, and registered the trademark GRAB THE LIMELIGHT in the United States of America under Registration No.: 2,717,694 (hereinafter "Trademark"); and,

WHEREAS, Cerveceria Modelo, S.A. de C.V. a Mexican corporation, with a business address of Lago Alberto No. 156, Col. Anáhuac, MEXICO 11320 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of ASSIGNOR's rights in said Trademark, and the registration for said Trademark, all of the goodwill that is connected with the use of and symbolized by the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE all of ASSIGNOR's right, title, and interest in and to the aforementioned Trademark, together with all goodwill that is connected with the use of and symbolized by the Trademark, and the right to sue for past and future infringement thereof.

CONSTELLATION BEERS LTD.

Dated: September 16, 2009

By: 

Name: Michael D. Lurie

Title: Vice President & Secretary