

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
JOSE CUERVO, S.A. DE C.V.		09/30/2009	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	CORPORATIVO DE MARCAS GJB, S.A. DE C.V.		
Street Address:	Rio Churubusco No. 213		
City:	Colonia Granjas Mexico, D.F.		
State/Country:	MEXICO		
Postal Code:	08400		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2874648	OSO NEGRO	
Registration Number:	0687334	OSO NEGRO	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 949-9022		
Email:	JMStarzynski@lawabel.com		
Correspondent Name:	Victor M. Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8003744		
DOMESTIC REPRESENTATIVE			
Name:			

CH \$65.00 2874648

Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	10/09/2009
Total Attachments: 3 source=Oso Negro assign#page1.tif source=Oso Negro assign#page2.tif source=Oso Negro assign#page3.tif	

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **JOSE CUERVO, S.A. DE C.V.**, a company organized and existing under the laws of Mexico, with an office at Guillermo Gonzalez Camarena #800, Zedec Santa Fe, Delegacion A. Obregon, Mexico, D.F., Mexico 01210 (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademarks registered in the United States Patent and Trademark Office:

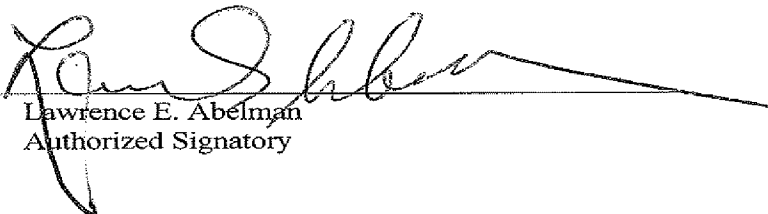
<u>Trademark</u>	<u>Number</u>
OSO NEGRO and Bear Design	2874648
OSO NEGRO and Design II	687334

AND WHEREAS, **CORPORATIVO DE MARCAS GJB, S.A. DE C.V.**, a company organized and existing under the laws of Mexico, with an office at Rio Churubusco No. 213, Colonia Granjas Mexico, Mexico, D.F. 08400, Mexico (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademarks, trademark registrations, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 30th day of September, 2009.

JOSE CUERVO, S.A. DE C.V.

(By) 
Lawrence E. Abelman
(Title) Authorized Signatory