

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:	SALAS DE JALISCO CACU, S.A. DE C.V.		
Street Address:	Rio Churubusco No. 213		
City:	Colonia Granjas, D.F.		
State/Country:	MEXICO		
Postal Code:	08400		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1555948	CHOLULA	
Registration Number:	3205626	CHOLULA	
Registration Number:	2860078		
Registration Number:	1918953	CHOLULA HOT SAUCE	
Registration Number:	1910779	CHOLULA HOT SAUCE	
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:	VMTannenbaum@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:	8003734		

CH \$140.00 1555948

DOMESTIC REPRESENTATIVE

Name:

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: 6

source=Cuervo Cholula assign#page1.tif

source=Cuervo Cholula assign#page2.tif

source=Cuervo Cholula assign#page3.tif

source=Cuervo Cholula assign#page4.tif

source=Cuervo Cholula assign#page5.tif

source=Cuervo Cholula assign#page6.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 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 or for which applications for registration have been filed in the United States Patent and Trademark Office:

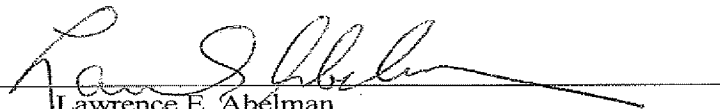
<u>Trademark</u>	<u>Number</u>
CHOLULA	1555948
CHOLULA	3205626
CHOLULA BOTTLE	2860078
CHOLULA BOTTLE IN COLOR	1918953
CHOLULA LABEL IN COLOR	1910779

AND WHEREAS, SALSAS DE JALISCO CACU, 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 and trademark applications, 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) 
 (Title) Lawrence E. Abelman
 Authorized Signatory