

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the name of the assignee. It should be "SALSAS DE JALISCO CACU, S.A. DE C.V." instead of "SALAS DE JALISCO CACU, S.A. DE C.V." previously recorded on Reel 004076 Frame 0172. Assignor(s) hereby confirms the Assignment from JOSE CUERVO, S.A. DE C.V. to SALSAS DE JALISCO CACU, S.A. DE C.V..

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:	SALSAS DE JALISCO CACU, S.A. DE C.V.
Street Address:	Rio Churubusco No. 213
City:	Colonia Granjas
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
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 949-9022
 Email: JMStarzynski@lawabel.com
 Correspondent Name: Victor M. Tannenbaum
 Address Line 1: 666 Third Avenue
 Address Line 2: 10th Floor

900145720

**TRADEMARK
 REEL: 004081 FRAME: 0417**

CH \$140.00 1555948

Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:

8003734

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Victor M. Tannenbaum

Signature:

/VMT/

Date:

10/20/2009

Total Attachments: 8

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O:VICTOR M. TANNENBAUM COMPANY:666 THIRD AVENUE

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.110/09/2009
900144999

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:	Rfo 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	
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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		

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O:VICTOR M. TANNENBAUM COMPANY:666 THIRD AVENUE

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Victor M. Tannenbaum

Signature:

/VMT/

Date:

10/09/2009

Total Attachments: 6

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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:

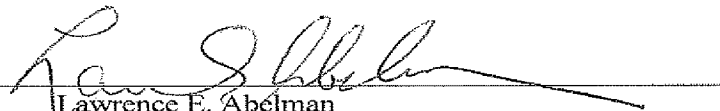
<u>Trademark</u>	<u>Number</u>
CHOLULA	1555948
CHOLULA	3205626
CHOLULA BOTTLE	2860078
CHOLULA BOTTLE IN COLOR	1918953
CHOLULA LABEL IN COLOR	1910779

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) 
Lawrence E. Abelman
(Title) Authorized Signatory

UNITED STATES

**REVOCATION
AND
NEW POWER OF ATTORNEY**

Mark: CHOLULA
Registration: 1555948
Serial No.:
Class(es):
Owner: Salsas de Jalisco Cacu, S.A. de C.V.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Abelman, Frayne & Schwab, whose postal address is 666 Third Avenue, New York, New York 10017-5621, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation

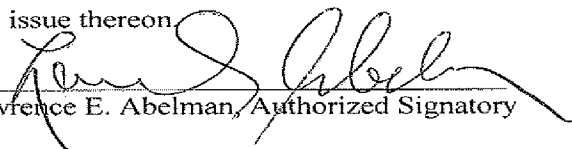
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Peter J. Lynfield
Caridad Pifeiro Scordato
Julianne Abelman

Jonathan W. Gumport
Thomas E. Spath
Julie B. Seyler
Marie-Anne Mastrovito
Constance Golden
Frank Terranella

members of the Bar of the State of New York, whose address is

ABELMAN, FRAYNE & SCHWAB
666 Third Avenue
New York, New York 10017-5621, U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

By 
Lawrence E. Abelman, Authorized Signatory

Date September 30, 2009

UNITED STATES

REVOCAATION
AND
NEW POWER OF ATTORNEY

Mark: CHOLULA
Registration: 3205626
Serial No.:
Class(es):
Owner: Salsas de Jalisco Cacu, S.A. de C.V.

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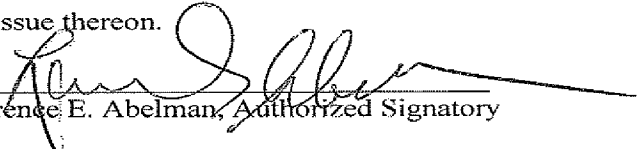
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By 
Lawrence E. Abelman, Authorized Signatory

Date: September 30, 2009

UNITED STATES

REVOCATION
AND
NEW POWER OF ATTORNEY

Mark: CHOLULA BOTTLE
Registration: 2860078
Serial No.:
Class(es):
Owner: Salsas de Jalisco Cacu, S.A. de C.V.

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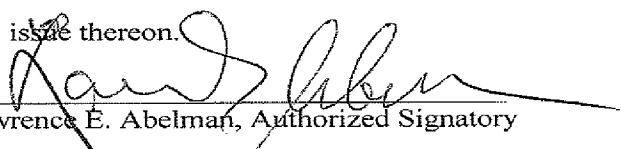
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By 
Lawrence E. Abelman, Authorized Signatory

Date: September 30, 2009

UNITED STATES

REVOCATION
AND
NEW POWER OF ATTORNEY

Mark: CHOLULA BOTTLE IN COLOR
Registration: 1918953
Serial No.:
Class(es):
Owner: Salsas de Jalisco Cacu, S.A. de C.V.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

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By 
Lawrence E. Abelman, Authorized Signatory

Date: September 30, 2009

UNITED STATES

REVOCAATION
AND
NEW POWER OF ATTORNEY

Mark: CHOLULA LABEL IN COLOR
Registration: 1910779
Serial No.:
Class(es):
Owner: Salsas de Jalisco Cacu, S.A. de C.V.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

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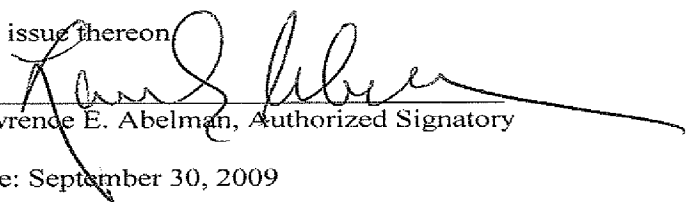
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