

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
Mezgo Inversiones, S.L.		01/01/2010	CORPORATION: SPAIN
RECEIVING PARTY DATA			
Name:	Tipp Distributors, Inc.		
Street Address:	500 West Overland Avenue, Suite 300		
City:	El Paso		
State/Country:	TEXAS		
Postal Code:	79901		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3394878	SANGRIA SENORIAL NON-ALCOHOLIC NATURAL AND ARTIFICIAL FLAVOR SANGRIA FLAVORED CARBONATED BEVERAGE	
CORRESPONDENCE DATA			
Fax Number:	(515)288-1338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	515-288-3667		
Email:	patatty@ipmvs.com		
Correspondent Name:	McKee, Voorhees & Sease, PLC		
Address Line 1:	801 Grand Avenue, Suite 3200		
Address Line 4:	Des Moines, IOWA 50309-2721		
ATTORNEY DOCKET NUMBER:	N316-0		
NAME OF SUBMITTER:	Christine Lebron-Dykeman		
Signature:	/Christine Lebron-Dykeman/		

CH \$40.00 3394878

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**TRADEMARK
 REEL: 004162 FRAME: 0064**

Date:

03/05/2010

Total Attachments: 1

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ASSIGNMENT

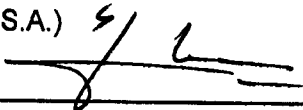
This Agreement is made by and between Mezgo (U.S.A.), a corporation organized under the laws of Connecticut with a principal place of business at Calzada De Tlalpan No. 3222 Colonia Santa Ursula Coapa 04910 Mexico, D.F. MEXICO ("Assignor") and Tipp Distributors, Inc., a corporation organized under the laws of Texas with a principal place of business at 500 W. Overland Avenue, Suite 300 El Paso TEXAS 79901 ("Assignee").

WHEREAS, Assignor, is the owner of the trademark SEÑORIAL (the "Mark") and the corresponding registration for said Mark, United States Patent and Trademark Office Registration No 2,082,930 (the "Registration"); and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to said Mark and the Registration that Assignor possesses, together with the goodwill of the business pertaining to said Mark; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to said Mark and Registration, together with the goodwill of the business pertaining to said Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all right, title and interest which Assignor has heretofore enjoyed pertaining to said Mark, together with the goodwill of the business pertaining to said Mark and the Registration thereof, the same to be held and enjoyed by Assignee, its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement or other violation of any rights thereof.

Mezgo (U.S.A.) 
By: _____

Name and Title of Officer

Tipp Distributors, Inc. 
By: _____

Name and Title of Officer