

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.		02/08/2010	JOINT STOCK COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	Salsas de Jalisco CACU, S.A. de C.V.		
Street Address:	Rio Churubusco No. 213		
City:	Colonia Granjas Mexico, Mexico, D.F.		
State/Country:	MEXICO		
Postal Code:	08400		
Entity Type:	JOINT STOCK COMPANY: MEXICO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77867682	CHOLULA	
Serial Number:	77049453	CHOLULA LA FONDA	
Serial Number:	77740566	CHOLULA	
CORRESPONDENCE DATA			
Fax Number:	(973)836-0306		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2129499022		
Email:	fterranella@lawabel.com		
Correspondent Name:	Lawrence E. Abelman		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8003734		
DOMESTIC REPRESENTATIVE			

CH \$90.00 77867682

900159390

**TRADEMARK
 REEL: 004184 FRAME: 0211**

Name: Lawrence E. Abelman
Address Line 1: 666 Third Avenue
Address Line 2: 10th Floor
Address Line 4: New York, NEW YORK 10017

NAME OF SUBMITTER:

Frank Terranella

Signature:

/ft/

Date:

04/12/2010

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Jose Cuervo, S.A. de C.V., a joint stock 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 for which registration is applied for in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Application Number</u>
CHOLULA	77867682
CHOLULA LA FONDA	77049453

The logo for 'CHOLULA' is rendered in a bold, serif font. The letters are thick and closely spaced, with a slightly distressed or textured appearance. The 'C' is particularly large and stylized, with a small loop at the top. The overall look is classic and authoritative.

77740566

AND WHEREAS, Salsas de Jalisco CACU, S.A. de C.V. a joint stock company organized and existing under the laws of Mexico, with an office at Rio Churubusco No. 213, Colonia Granjas Mexico, Mexico, D.F. 08400 (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

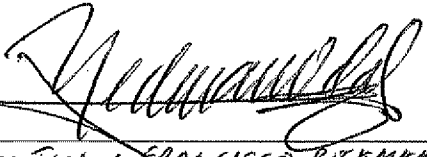
NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said Trademark and trademark application, together with that part of the ASSIGNOR's

A handwritten signature in black ink, appearing to be a stylized 'G' or similar character, located below the text of the assignment.A handwritten signature in black ink, appearing to be 'JCS' or similar, located below the text of the assignment.

business (including the goodwill) connected with the use of and symbolized by the said Trademark. This assignment is effective immediately.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 8 day of February, 2010.

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


By _____
Name: JUAN FRANCISCO BERKMAN VIDAL
Title: CHAIRMAN OF THE BOARD