

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Tequila Cuervo La Rojena, S.A. de C.V.		03/17/2011	COMPANY: MEXICO

**RECEIVING PARTY DATA**

<b>Name:</b>	Maestro Tequilero, S.A. de C.V.
<b>Street Address:</b>	Av. Rio Churubusco
<b>Internal Address:</b>	#213 Col.
<b>City:</b>	Granjas Mexico
<b>State/Country:</b>	MEXICO
<b>Postal Code:</b>	D.F. 08400
<b>Entity Type:</b>	COMPANY: MEXICO

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	3624848	MAESTRO
Registration Number:	3624849	MAESTRO TEQUILERO
Registration Number:	3442162	RESERVA DEL MAESTRO

**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: ehalestead@lawabel.com, docket@lawabel.com  
 Correspondent Name: Abelman, Frayne & Schwab  
 Address Line 1: 666 Third Ave.  
 Address Line 2: 10th Floor  
 Address Line 4: New York, NEW YORK 10017

**DOMESTIC REPRESENTATIVE**

900188269

**TRADEMARK**  
 REEL: 004513 FRAME: 0553

CH \$90.00 3624848

Name: ABELMAN, FRAYNE & SCHWAB  
Address Line 1: 666 Third Avenue  
Address Line 2: 10th Floor  
Address Line 4: New York, NEW YORK 10017

NAME OF SUBMITTER:

LAWRENCE E. ABELMAN

Signature:

/lea/

Date:

04/01/2011

Total Attachments: 4

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**ASSIGNMENT**

WHEREAS, **TEQUILA CUERVO LA ROJENA, S.A. DE C.V.**, a company organized and existing under the laws of Mexico, with an office located at Circunvalacion Sur #44A Fraccionamiento, Zapopan Jalisco, Codigo 45070 Mexico (hereinafter called the ASSIGNOR) is the proprietor of the United States Trademark Registrations shown on the attached schedule.

AND WHEREAS, **MAESTRO TEQUILERO, S.A. DE C.V.**, a company organized and existing under the laws of Mexico, with an office at Av. Rio Churubusco #213 Col., Granjas Mexico D.F. 08400, Mexico (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said Trademark(s).

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the sum of \$1.00, the receipt of which is hereby acknowledged, the said ASSIGNOR has sold, assigned and transferred unto the said ASSIGNEE, absolutely, its successors and assigns, its right, title and interest in and to the said Trademark(s) and the goodwill associated therewith.

IN WITNESS WHEREOF, the said ASSIGNOR has executed this document this 17 day of March, 2011.

**TEQUILA CUERVO LA ROJENA, S.A. DE C.V.**

(By) 

Juan Francisco Beckmann Vidal


 Chairman of the Board and Attorney in fact 

IN WITNESS WHEREOF, the said ASSIGNEE has executed this document this 17 day of March, 2011.

**MAESTRO TEQUILERO, S.A. DE C.V.**

(By) 

Juan Francisco Beckmann Vidal

 Attorney in fact



UNITED STATES

SCHEDULE

Trademark

Reg. Number

MAESTRO

3624848

MAESTRO TEQUILERO

3624849

RESERVA DEL MAESTRO

3442162

TRADEMARK

REEL: 004513 FRAME: 0556



GOBIERNO DEL DISTRITO FEDERAL  
CONSEJERÍA JURÍDICA Y

DE SERVICIOS LEGALES  
México  
Dirección General Jurídica  
y de Estudios Legislativos

D. F.



(Convention de la Haya du 5 octobre 1961)

67.00

Derechos \$ \_\_\_\_\_

No. Orden 00 10632

En México el presente documento público ha sido firmado  
CARLOS DE PABLO SERNA

por \_\_\_\_\_

NOTARIO 137 DEL DISTRITO FEDERAL

quien actúa en calidad de \_\_\_\_\_

y está revestido del sello correspondiente a NOTARIA 137 DISTRITO FEDERAL,  
MEXICO

Certificado en MEXICO, D.F. por LETICIA DELGADO

VALENCIA JEFE DE UNIDAD DEPARTAMENTAL CONSULTIVA DE LA D.G.J.E.L DE LA

CONSEJERÍA JURÍDICA Y DE SERVICIOS LEGALES

MEXICO, D.F. el 29 de MARZO de 2011

Firma

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Yo, CARLOS DE PABLO SERNA, Notario No. 137 del Distrito Federal, HAGO CONSTAR: que por instrumento ante mí, No. 100,625 de 28 de marzo de 2011, don JUAN FRANCISCO BECKMANN VIDAL, en representación de "TEQUILA CUERVO LA ROJEÑA", S.A. de C.V., y de "MAESTRO TEQUILERO", S.A. de C.V., ratificó el texto del presente documento que declaró conocer en todos sus términos y en lo que éste consiste y sus firmas que lo calzan por haber sido puestas por él de su puño y letra. En el referido instrumento don JUAN FRANCISCO BECKMANN VIDAL acreditó la legal existencia de dichas sociedades y las facultades que le fueron conferidas para representarlas. – Doy fe.– México, D.F., a 28 de marzo de 2011.



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DE SERVICIOS LEGALES  
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