

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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
Jose Cuervo, S.A. de C.V.		05/03/2011	COMPANY: MEXICO

**RECEIVING PARTY DATA**

<b>Name:</b>	Salsas de Jalisco Cacu, S.A. de C.V.
<b>Street Address:</b>	Rio Churubusco No. 213
<b>Internal Address:</b>	Colonia Granjas
<b>City:</b>	Mexico, D.F.
<b>State/Country:</b>	MEXICO
<b>Postal Code:</b>	08400
<b>Entity Type:</b>	COMPANY: MEXICO

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2048622	EL SABOR AUTENTICO DE LA SALSA MEXICANA
Registration Number:	3330426	THE FLAVORFUL FIRE
Registration Number:	2900251	THE FLAVORFUL FIRE

**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  
 Address Line 4: New York, NEW YORK 10017

**ATTORNEY DOCKET NUMBER:** 8003734

**DOMESTIC REPRESENTATIVE**

**900191126**

**TRADEMARK  
 REEL: 004535 FRAME: 0040**

**CH \$90.00 2048622**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	05/05/2011

**Total Attachments: 4**

source=Jose Cuervo-Salsas US Assign#page1.tif  
source=Jose Cuervo-Salsas US Powers#page1.tif  
source=Jose Cuervo-Salsas US Powers#page2.tif  
source=Jose Cuervo-Salsas US Powers#page3.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 called the ASSIGNOR) is the owner of and has adopted and used the following trademark(s) registered in the United States Patent and Trademark Office or for which application(s) for registration have been filed in the United States Patent and Trademark Office:

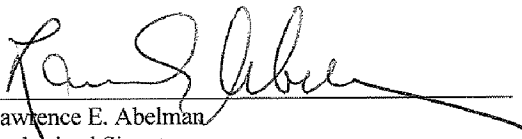
<u>Trademark</u>	<u>Number</u>
EL SABOR AUTENTICO DE LA SALSA MEXICANA	2048622
THE FLAVORFUL FIRE	3330426
THE FLAVORFUL FIRE	2900251

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 trademark(s) 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 trademark(s), trademark registration(s) and trademark application(s), together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark(s).

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 3 day of May, 2011

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

(By)   
(Title) Lawrence E. Abelman  
Authorized Signatory

UNITED STATES

REVOCATION  
AND  
NEW POWER OF ATTORNEY

Mark: THE FLAVORFUL FIRE  
Registration: 3330426  
Serial No.:  
Class(es): 30  
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, the power of appointment of an associate attorney and the power of revocation

Lawrence E. Abelman	Thomas E. Spath
Jeffrey A. Schwab	Julie B. Seyler
Victor M. Tannenbaum	Marie-Anne Mastrovito
Peter J. Lynfield	Constance Golden
Caridad Piñeiro Scordato	Frank Terranella
Julianne Abelman	

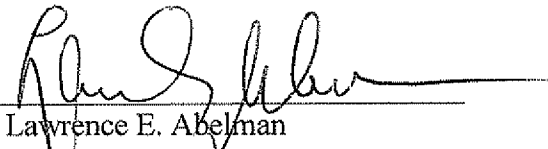
members of the Bar of the State of New York, whose address is

**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.

The proxies will not have the power to sell, to cede, to assess or to mortgage or to encumber in any other way our trademarks.

Date: *May 3*, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory

UNITED STATES

REVOCATION  
AND  
NEW POWER OF ATTORNEY

Mark: THE FLAVORFUL FIRE  
Registration: 2900251  
Serial No.:  
Class(es): 30  
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, the power of appointment of an associate attorney and the power of revocation

Lawrence E. Abelman	Thomas E. Spath
Jeffrey A. Schwab	Julie B. Seyler
Victor M. Tannenbaum	Marie-Anne Mastrovito
Peter J. Lynfield	Constance Golden
Caridad Piñeiro Scordato	Frank Terranella
Julianne Abelman	

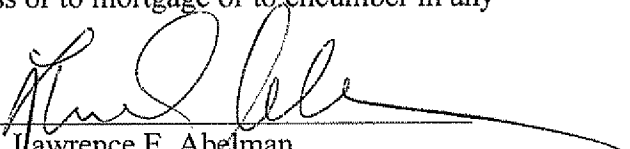
members of the Bar of the State of New York, whose address is

**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.

The proxies will not have the power to sell, to cede, to assess or to mortgage or to encumber in any other way our trademarks.

Date: May 3, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory

UNITED STATES

REVOCATION

AND

NEW POWER OF ATTORNEY

Mark: EL SABOR AUTENTICO DE  
LA SALSA MEXICANA

Registration: 2048622

Serial No.:

Class(es): 30

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, the power of appointment of an associate attorney and the power of revocation

Lawrence E. Abelman  
Jeffrey A. Schwab  
Victor M. Tannenbaum  
Peter J. Lynfield  
Caridad Piñeiro Scordato  
Julianne Abelman

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

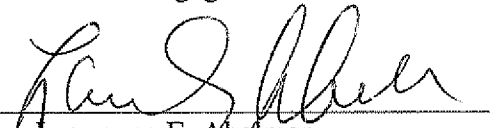
members of the Bar of the State of New York, whose address is

**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.

The proxies will not have the power to sell, to cede, to assess or to mortgage or to encumber in any other way our trademarks.

Date: *May 3*, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory