

**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.		04/29/2011	COMPANY: MEXICO

**RECEIVING PARTY DATA**

<b>Name:</b>	CORPORATIVO DE MARCAS GJB, S.A. DE C.V.
<b>Street Address:</b>	Rio Churubusco No. 213
<b>City:</b>	Colonia Granjas Mexico
<b>State/Country:</b>	MEXICO
<b>Postal Code:</b>	08400
<b>Entity Type:</b>	COMPANY: MEXICO

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	3610304	BAJA GOLD
Serial Number:	77864202	BAJA TEA
Serial Number:	77739716	COCOLOCO
Serial Number:	77835222	COCOLOCO
Serial Number:	77733013	HOTCHUP
Serial Number:	75116037	LAZARO COHIBA
Serial Number:	85125360	TIZOC

**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

**900192973**

**TRADEMARK  
 REEL: 004549 FRAME: 0613**

**CH \$190.00 3610304**

Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:

8003744

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Victor M. Tannenbaum

Signature:

/VMT/

Date:

05/26/2011

Total Attachments: 8

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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 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:

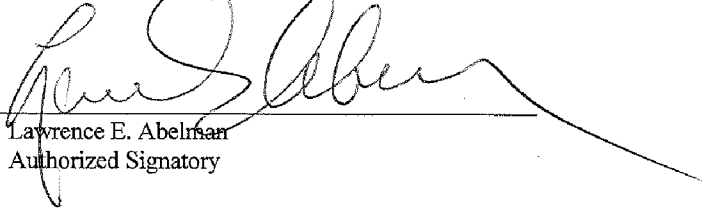
<u>Trademark</u>	<u>Number</u>
BAJA GOLD	3610304
BAJA TEA	77/864202
COCOLOCO	77/739716
COCOLOC (Special Form)	77/835222
HOTCHUP	77/733013
LAZARO COHIBA	75/116037
TIZOC	85/125360

AND WHEREAS, CORPORATIVO DE MARCAS GJB, 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 29 day of April, 2011.

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

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

UNITED STATES

REVOCATION  
AND  
NEW POWER OF ATTORNEY

Mark: BAJA GOLD  
Registration: 3610304  
Serial No.:  
Class(es): 33  
Owner: Corporativo de Marcas GJB  
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	

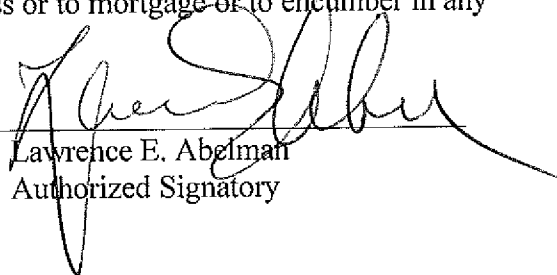
members of the Bar of the State of New York, whose address is

**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: 4/28, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory

UNITED STATES

REVOCACTION  
AND  
NEW POWER OF ATTORNEY

Mark: BAJA TEA  
Registration:  
Serial No.: 77/864202  
Class(es): 33  
Owner: Corporativo de Marcas GJB  
S.A. de C.V.

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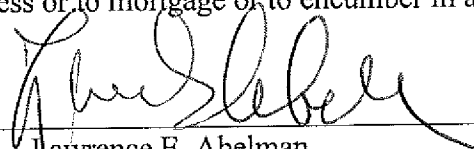
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Date: 4/29, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory

UNITED STATES

REVOCAATION  
AND  
NEW POWER OF ATTORNEY

Mark: COCOLOCO  
Registration:  
Serial No.: 77/739716  
Class(es): 33  
Owner: Corporativo de Marcas GJB  
S.A. de C.V.

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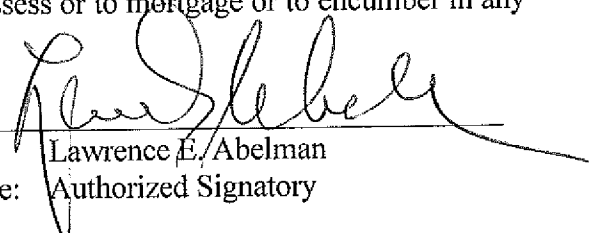
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Date: 4/28, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory

UNITED STATES

Mark: COCOLOC (Special Form)

REVOCATION

Registration:

AND

Serial No.: 77/835222

NEW POWER OF ATTORNEY

Class(es): 33

Owner: Corporativo de Marcas GJB  
S.A. de C.V.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

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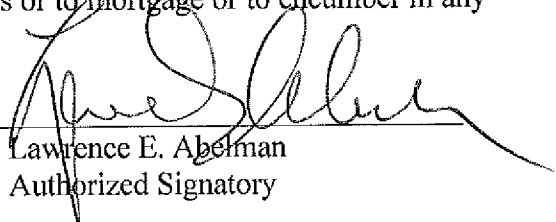
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Date: 4/28, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory

UNITED STATES

REVOCAATION  
AND  
NEW POWER OF ATTORNEY

Mark: HOTCHUP  
Registration:  
Serial No.: 77/733013  
Class(es): 30  
Owner: Corporativo de Marcas GJB  
S.A. de C.V.

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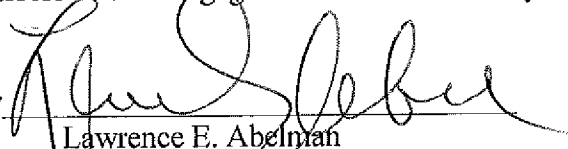
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Date: 4/28, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory



UNITED STATES

REVOCAATION  
AND  
NEW POWER OF ATTORNEY

Mark: LAZARO COHIBA  
Registration:  
Serial No.: 75/116037  
Class(es): 33  
Owner: Corporativo de Marcas GJB  
S.A. de C.V.

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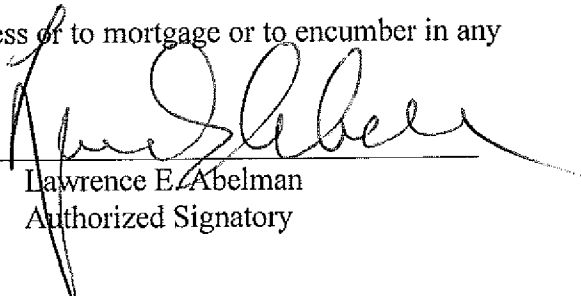
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Date: 4/29, 2011

By   
Lawrence E. Abelman  
Title: Authorized Signatory

UNITED STATES

REVOCATION  
AND  
NEW POWER OF ATTORNEY

Mark: TIZOC  
Registration:  
Serial No.: 85/125360  
Class(es): 33  
Owner: Corporativo de Marcas GJB  
S.A. de C.V.

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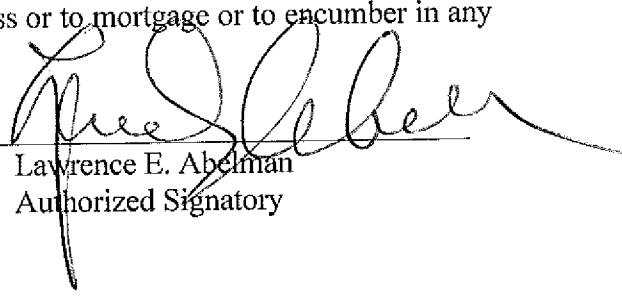
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