

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		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.		06/03/2011	COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	Agavera Camichines, S.A. de C.V.		
Street Address:	Periferico Sur No. 8500		
Internal Address:	Tramo Morelia Chapala, Tlaquepaque		
City:	Jalisco, C.P.		
State/Country:	MEXICO		
Postal Code:	45601		
Entity Type:	COMPANY: MEXICO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2091644	AGAVERO	
Registration Number:	2179136	AGAVERO	
Registration Number:	3653556		
Serial Number:	77905651	AGAVERO EL ORIGINAL LICOR DE TEQUILA	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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ATTORNEY DOCKET NUMBER:	8001948		

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TRADEMARK
REEL: 004609 FRAME: 0276

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	08/22/2011

Total Attachments: 5

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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS TEQUILA CUERVO LA ROJEÑA, S.A. DE C.V., a company organized and existing under the laws of Mexico, with an office at Circunvalacion Sur No.44A, Fraccionamiento Las Fuentes, Zapopan Jalisco, Codigo 45070, Mexico (hereinafter 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:

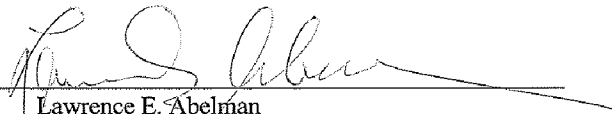
<u>Trademark</u>	<u>Number</u>
AGAVERO	2091644
AGAVERO	2179136
AGAVERO BOTTLE DESIGN	3653556
AGAVERO EL ORIGINAL LICOR DE TEQUILA & DESIGN	77/905651 (Appl.)

AND WHEREAS, AGAVERA CAMICHINES, S.A. DE C.V., a company organized and existing under the laws of Mexico, with an office at Periferico Sur No. 8500, Tramo Morelia Chapala, Tlaquepaque, Jalisco, C.P. 45601, 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 *June*, 2011.

TEQUILA CUERVO LA ROJEÑA, S.A. DE C.V.

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