

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
Casa Cuervo, S.A. de C.V.		10/08/2011	COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	Corporativo de Marcas GJB, S.A. de C.V.		
Street Address:	Rio Churubusco No. 213		
City:	Colonia Granjas Mexico, D.F.		
State/Country:	MEXICO		
Postal Code:	08400		
Entity Type:	COMPANY: MEXICO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3545484		
Registration Number:	3945572	ROMPOPE SANTA CLARA	
Registration Number:	1980595	SANTA CLARA	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
Phone:	(212) 949-9022		
Email:	VMTannenbaum@lawabel.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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:	8004431		

CH \$90.00 3545484

DOMESTIC REPRESENTATIVE

900206667

**TRADEMARK
 REEL: 004657 FRAME: 0471**

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

NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	11/08/2011

Total Attachments: 4
source=Rompope-Santa Clara US Powers#page1.tif
source=Rompope-Santa Clara US Powers#page2.tif
source=Rompope-Santa Clara US Powers#page3.tif
source=Rompope-Santa Clara US Assign#page1.tif

UNITED STATES

REVOCATION

AND

NEW POWER OF ATTORNEY

Mark: ROMPOPE SANTA CLARA
BOTTLE DESIGN II

Registration: 3545484

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
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

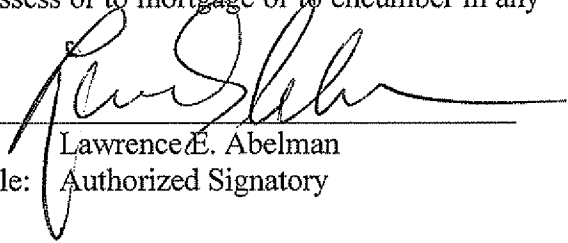
members of the Bar of the State of New York, whose address is

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: 07 8, 2011

By 
Lawrence E. Abelman
Title: Authorized Signatory

UNITED STATES

REVOCATION

AND

NEW POWER OF ATTORNEY

Mark: ROMPOPE SANTA CLARA BOTTLE
DESIGN WITH LABEL (COLOR)

Registration: 3945572

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
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: Oct 8, 2011

By 
Lawrence E. Abelman
Title: Authorized Signatory

UNITED STATES

REVOCATION
AND
NEW POWER OF ATTORNEY

Mark: SANTA CLARA AND DESIGN

Registration: 1980595

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
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

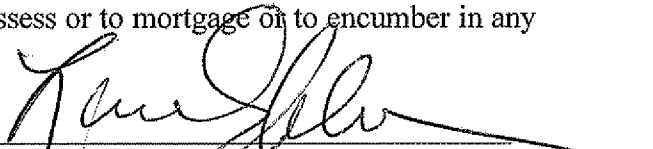
members of the Bar of the State of New York, whose address is

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: Oct. 8, 2011

By 
Lawrence E. Abelman
Title: Authorized Signatory

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **CASA CUERVO, S.A. DE C.V.**, a company organized and existing under the laws of Mexico, located at Av. Rio Churubusco No. 213, Col. Granjas Mexico, 08400 Mexico, D.F. (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademarks registered in the United States Patent and Trademark Office or for which applications for registration have been filed in the United States Patent and Trademark Office:

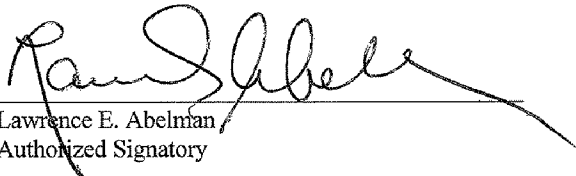
<u>Trademark</u>	<u>Number</u>
ROMPOPE SANTA CLARA BOTTLE DESIGN II	3545484
ROMPOPE SANTA CLARA BOTTLE DESIGN WITH LABEL (COLOR)	3945572
SANTA CLARA AND DESIGN	1980595

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 trademarks 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 trademarks, trademark registrations and trademark applications, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 8 day of October, 2011.

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

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