

## 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.		06/20/2012	COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	Taberna del Tequila S.A. de C.V.		
Street Address:	Ejercito Nacional #418-505		
City:	Col. Polanco		
State/Country:	MEXICO		
Postal Code:	11510		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2871984	TEQUILERIA	
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 949-9022		
Email:	VMTannenbaum@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:	8000890		
DOMESTIC REPRESENTATIVE			
Name:			

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

NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	07/16/2012
Total Attachments: 1 source=Tequileria US Assign#page1.tif	

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 called the ASSIGNOR) is the owner of and has adopted and used the following trademark registered in the United States Patent and Trademark Office:

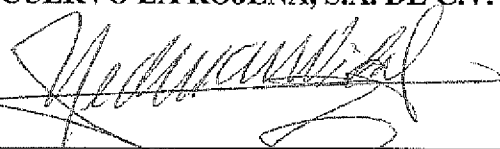
<u>Trademark</u>	<u>Number</u>
TEQUILERIA	2871984

AND WHEREAS, TABERNA DEL TEQUILA S.A. DE C.V., a company organized and existing under the laws of Mexico, with an office at Ejercito Nacional #418-505, Col. Polanco, 11510 Mexico, D.F. (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the registration 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, trademark registration, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 20 day of June, 2012

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

  
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(By) Juan Francisco Beckmann Vidal  
(Title) Chairman of the Board and Attorney in Fact  
F. 9

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