

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.		07/16/2012	COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	Agavera Camichines, S.A. de C.V.		
Street Address:	Periferico Sur No. 8500		
Internal Address:	Tramo Morelia Chapala		
City:	Tlaquepaque, Jalisco, C.P.		
State/Country:	MEXICO		
Postal Code:	45601		
Entity Type:	COMPANY: MEXICO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3886647	EL ZARCO	
Registration Number:	3996614	EL ZARCO TEQUILA GOLD	
Serial Number:	85467319	ELZARCO	
Registration Number:	3996615	EL ZARCO	
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		

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ATTORNEY DOCKET NUMBER:	8004274
DOMESTIC REPRESENTATIVE Name: Address Line 1: Address Line 2: Address Line 3: Address Line 4:	
NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	08/29/2012
Total Attachments: 5 source=Teq Cuervo-Agavera US Assign Deed#page1.tif source=EL ZARCO etc. US Powers#page1.tif source=EL ZARCO etc. US Powers#page2.tif source=EL ZARCO etc. US Powers#page3.tif source=EL ZARCO etc. US Powers#page4.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 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 ZARCO	3886647
EL ZARCO GOLD BOTTLE DESIGN I (COLOR) (DOTTED LINES)	3996614
EL ZARCO GOLD BOTTLE DESIGN II (COLOR) (DOTTED LINES)	85/467319 (Appl.)
EL ZARCO SILVER BOTTLE DESIGN (COLOR) (DOTTED LINES)	3996615

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 16 day of July, 2012.

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

(By)


Lawrence E. Abelman

(Title) Authorized Signatory