

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
EJMV Investments, L.L.C.		01/30/2014	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	C. Villanueva Company L.L.C. DBA/Quality Brewers		
Street Address:	24910 Teal Lake Court		
City:	Katy		
State/Country:	TEXAS		
Postal Code:	77494		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	86029610	FRIO	
Serial Number:	85674099	FRIO BREWED IN TEXAS	
Serial Number:	85674705	FRIO	
Serial Number:	85956140	FRIO BREWED FOR TEXANS	
CORRESPONDENCE DATA			
Fax Number:	5124767644		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(512) 476-7900		
Email:	trademarks@fleckman.com		
Correspondent Name:	William D. Raman		
Address Line 1:	P.O. Box 685108		
Address Line 4:	AUSTIN, TEXAS 78768-5108		
ATTORNEY DOCKET NUMBER:	8248-001		

CH \$115.00 86029610

NAME OF SUBMITTER:	William D. Raman
Signature:	/William D. Raman/
Date:	01/31/2014
Total Attachments: 2 source=Assignment of Marks FRIO Executed EJM#page1.tif source=Assignment of Marks FRIO Executed EJM#page2.tif	

Assignment of Marks

Whereas, EJMV Investments, L.L.C. ("EJMV"), a Texas limited liability company having an address of 8950 Railway Drive, Suite 300, Houston, Texas 77078, has adopted and used, and/or intends to use the mark FRIO in connection with beer and vodka and has filed the following four applications for registration of such marks:

1	86029610	FRIO
2	85674099	FRIO BREWED IN TEXAS
3	85674705	FRIO
4	85956140	FRIO BREWED FOR TEXANS

Whereas, C. Villanueva Company L.L.C. DBA Quality Brewers ("Quality Brewers"), a Texas limited liability company having an address of 24910 Teal Lake Court, Katy, Texas 77494, desires to own any and all rights that EJMV owns in the mark FRIO, together with any portion of the business to which the mark pertains and EJMV's applications relating to the mark;

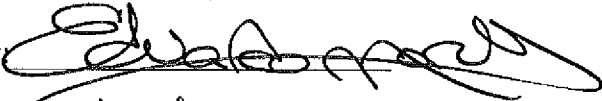
Whereas, EJMV is willing to assign to Quality Brewers any and all rights that it may own in and to the mark FRIO together with any and all portions of the business to which the mark pertains and its applications relating to the mark; and

Whereas, as of the effective date of this Assignment, Quality Brewers will be the successor to the portion of EJMV's business to which the mark FRIO pertains;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged by the parties hereto, EJMV does assign unto Quality Brewers, effective January 30, 2014, any and all rights that it owns in and to the mark FRIO, together with any and all portions of its business to which the mark pertains, all goodwill related to the mark, and the applications for registration relating to the mark referenced in Exhibit A attached hereto.

The Commissioner of Patents and Trademarks is requested to issue any registrations relating to the listed applications to C. Villanueva Company L.L.C. DBA Quality Brewers.

EJMV Investments, L.L.C.

By: 

Name: Eduardo Morales

Title: President

Date: 1/23/2014



EXHIBIT A

1	86029610	FRIO
2	85674099	FRIO BREWED IN TEXAS
3	85674705	FRIO
4	85956140	FRIO BREWED FOR TEXANS