

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
Tequila Cuervo La Rojena, S.A. de C.V.		01/06/2014	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		
State/Country:	MEXICO		
Postal Code:	C.P. 45601		
Entity Type:	COMPANY: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3121085	LEYENDA	
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 Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8001948		
DOMESTIC REPRESENTATIVE			

CH \$40.00 3121085

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

NAME OF SUBMITTER:	Victor Tannenbaum
Signature:	/VMT/
Date:	02/24/2014
Total Attachments: 2 source=Leynda US Power#page1.tif source=Leynda US Deed#page1.tif	

UNITED STATES

REVOCACTION
AND
NEW POWER OF ATTORNEY

Mark: LEYENDA
Registration: 3121085
Serial No.:
Class(es): 33
Owner: Agavera Camichines, 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 Pifeiro 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: February 12, 2014

By: 
Lawrence E. Abelman
Title: Authorized Signatory

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 registered in the United States Patent and Trademark Office or for which application for registration have been filed in the United States Patent and Trademark Office:

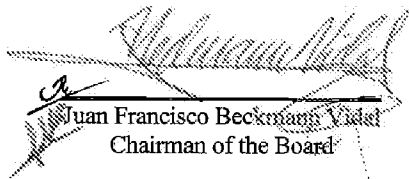
<u>Trademark</u>	<u>Number</u>
LEYENDA	3121085

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 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 and trademark application, 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 6th day of January, 2014.

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


Juan Francisco Beckmann Vial
Chairman of the Board