

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM351082

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cervecería Modelo, S. de R.L. de C.V.		07/24/2015	LIMITED LIABILITY COMPANY: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Modelo MKT de México, S. de R.L. de C.V.		
<b>Street Address:</b>	Lago Alberto No. 156, Colonia Anahuac		
<b>City:</b>	Mexico, Distrito Federal 11320		
<b>State/Country:</b>	MEXICO		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MEXICO		
<b>PROPERTY NUMBERS Total: 73</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2702882	CORONA EXTRA	
<b>Registration Number:</b>	4146768		
<b>Registration Number:</b>	4146769		
<b>Registration Number:</b>	1022817	MODELO	
<b>Registration Number:</b>	2631391	MODELO	
<b>Registration Number:</b>	1055321	MODELO ESPECIAL	
<b>Registration Number:</b>	2631390	MODELO ESPECIAL	
<b>Registration Number:</b>	4060986	MODELO ESPECIAL	
<b>Registration Number:</b>	4115677	MODELO ESPECIAL CERVECERIA MODELO MEXICO	
<b>Registration Number:</b>	3183378	MODELO LIGHT	
<b>Registration Number:</b>	1217760	NEGRA MODELO	
<b>Registration Number:</b>	2631389	NEGRA MODELO	
<b>Registration Number:</b>	3567209	NEGRA MODELO	
<b>Registration Number:</b>	3576821	RELAX RESPONSIBLY	
<b>Registration Number:</b>	3463388	RELAX RESPONSIBLY	
<b>Registration Number:</b>	2279069	RONAS & RITAS	
<b>Registration Number:</b>	2305684	THE DRINKO FOR CINCO	
<b>Registration Number:</b>	3896060	CERVECERIA MODELO	
<b>Registration Number:</b>	3576774	CERVECERIA MODELO S.A. DE C.V. MEXICO MO	
<b>Registration Number:</b>	3629573	CERVEZA LA CERVEZA MAS FINA CORONA LIGHT	
<b>TRADEMARK</b>			

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Property Type	Number	Word Mark
Registration Number:	3210796	CERVEZA MODELO LIGHT
Registration Number:	3908281	CONEXIÓN CORONA
Registration Number:	2817872	CORONA
Registration Number:	3388558	CORONA
Registration Number:	2489709	CORONA
Registration Number:	1689218	CORONA
Registration Number:	2684504	CORONA
Registration Number:	1681366	CORONA
Registration Number:	2489710	CORONA
Registration Number:	3631787	CORONA
Registration Number:	2590621	CORONA
Registration Number:	3984217	CORONA BEACH HOUSE
Registration Number:	1681365	CORONA EXTRA
Registration Number:	2817873	CORONA EXTRA
Registration Number:	2600236	CORONA EXTRA
Registration Number:	3388566	CORONA EXTRA
Registration Number:	2993696	CORONA EXTRA
Registration Number:	3329891	CORONA EXTRA
Registration Number:	2687262	CORONA EXTRA
Registration Number:	2489711	CORONA EXTRA
Registration Number:	3544218	CORONA EXTRA CERVEZA LA CERVEZA MAS FINA
Registration Number:	3544217	CORONA EXTRA CERVEZA LA CERVEZA MAS FINA
Registration Number:	2489708	CORONA EXTRA LA CERVEZA MAS FINA
Registration Number:	1729694	CORONA EXTRA LA CERVEZA MAS FINA
Registration Number:	3317902	CORONA EXTRA LA CERVEZA MAS FINA
Registration Number:	3605139	CORONA LIGHT
Registration Number:	1727969	CORONA LIGHT
Registration Number:	2406232	CORONA LIGHT
Registration Number:	1729701	CORONITA EXTRA
Registration Number:	1761605	CORONITA EXTRA LA CERVEZA MAS FINA
Registration Number:	3549260	CORONITA LIGHT
Registration Number:	3584879	CROWN IMPORTS
Registration Number:	3581601	CROWN IMPORTS
Registration Number:	4311534	FIND YOUR BEACH
Registration Number:	4191028	FIND YOUR BEACH
Registration Number:	2785281	GRUPO MODELO
Registration Number:	4110861	GRUPO MODELO
Registration Number:	2963654	LA CERVEZA MAS FINA

Property Type	Number	Word Mark
Registration Number:	1828343	LA CERVEZA MAS FINA
Registration Number:	1495289	LA CERVEZA MAS FINA
Registration Number:	3111586	
Registration Number:	3048028	
Registration Number:	1462155	
Registration Number:	1548371	
Registration Number:	4146767	
Registration Number:	4476282	CORONARITA
Registration Number:	4486446	FAMILIAR
Registration Number:	4482688	FAMILIAR
Registration Number:	4486445	CORONA FAMILIAR
Registration Number:	4627676	CERVECERIA MODELO MEXICO
Registration Number:	4594168	CORONARITA
Registration Number:	4610922	CORONITA
Registration Number:	4679536	MODELO ESPECIAL CHELADA

**CORRESPONDENCE DATA**

Fax Number: 3128278185

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

Email: nytrademarks@kigates.com, alexis.douglas@kigates.com,  
valerie.swanson@kigates.com

Correspondent Name: Andrew L. Reibman c/o K&L Gates LLP

Address Line 1: 599 Lexington Ave

Address Line 4: New York, NEW YORK 10022-6030

NAME OF SUBMITTER: Alexis Crawford Douglas

SIGNATURE: /acd/

DATE SIGNED: 08/11/2015

**Total Attachments: 4**

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## DEED OF ASSIGNMENT

### ASSIGNMENT (Trademarks)

The undersigned  
**Cervecería Modelo, S. de R.L. de C.V.**

residing at  
**Lago Alberto No. 156, Colonia Anáhuac**  
**México, Distrito Federal 11320**  
**Mexico**

Owns the trademark registrations and applications listed in the attached Schedule A and, in consideration of the sum of US \$1.00 (one dollar), hereby assigns all right, title and interest in and to the trademarks in Schedule A, including all common law rights and the applications therefor, together with the goodwill of the business connected with the use of the trademarks in Schedule A and symbolized thereby, and any and all accrued rights of action, royalties or damages for any past or existing infringement or misappropriation of any such rights in the United States to:

**Modelo MKT de México, S. de R.L. de C.V.**

residing at  
**Lago Alberto No. 156, Colonia Anáhuac**  
**México, Distrito Federal 11320**  
**Mexico**

The assignee also signs the present document in token of acceptance of the said assignment.

Signature of the Assignor (s)

.....  
François Uyttenhove, Senior IP Manager

Signature of Assignee

.....  
François Uyttenhove, Senior IP Manager

Signed on July 24, 2015.  
Signed in Leuven

Title	Classes	Application Date	Application No.	Registration Date	Registration No.
CORONA EXTRA	28	21/12/1999	75875865	1/04/2003	2702882
VICTORIA cleaned label	32	10/11/2011	85/469385	22/05/2012	4146768
Gambrinus Design	32	10/11/2011	85/469392	22/05/2012	4146769
MODELO	32	10/05/1974	73/021202	14/10/1975	1022817
MODELO	25	16/11/2001	76/338317	8/10/2002	2631391
MODELO ESPECIAL	32	6/08/1973	72/464917	28/12/1976	1055321
MODELO ESPECIAL	25	16/11/2001	76/338316	8/10/2002	2631390
MODELO ESPECIAL & Design	32	29/06/2010	85/074167	22/11/2011	4060986
MODELO ESPECIAL CERVECERIA MODELO MEXICO	32	29/06/2010	85/074113	20/03/2012	4115677
MODELO LIGHT	32	12/12/2005	78/771233	12/12/2006	3183378
NEGRA MODELO	32	1/06/1977	73/128857	23/11/1982	1217760
NEGRA MODELO	25	16/11/2001	76/338315	8/10/2002	2631389
NEGRA MODELO & Design	32	16/06/2008	77/499866	27/01/2009	3567209
RELAX RESPONSIBLY	32	2/03/2007	77/120546	17/02/2009	3576821
RELAX RESPONSIBLY & Design	32	2/03/2007	77/121268	8/07/2008	3463388
RONAS & RITAS	32	28/04/1998	75/475936	21/09/1999	2279069
THE DRINKO FOR CINCO	32	28/07/1998	75/526626	4/01/2000	2305684
CERVECERIA MODELO	32	15/10/2009	77/849176	28/12/2010	3896060
CERVECERIA MODELO, S.A. DE C.V. MEXICO MODELO ESPECIAL & Design	32	6/02/2007	77/100703	17/02/2009	3576774
CERVEZA LA CERVEZA MAS FINA CORONA LIGHT CONT. NET. 340 ML & Design	32	3/03/2008	77/410946	2/06/2009	3629573
CERVEZA MODELO LIGHT & Design	32	9/01/2006	78/787355	20/02/2007	3210796
CONEXIÓN CORONA	32	2/03/2007	77/120568	18/01/2011	3908281
CORONA	35	26/03/2003	76/230273	24/02/2004	2817872
CORONA	32	3/07/2007	77/221594	26/02/2008	3388558
CORONA & Design	25	7/12/1992	74/337256	18/09/2001	2489709
CORONA & Design	32	18/10/1986	73/625252	25/05/1992	1689218
CORONA & Design	35	26/03/2003	76/230586	4/02/2003	2684504
CORONA (Stylized)	32	14/10/1986	73/625255	31/03/1992	1681366
CORONA (Stylized)	25	7/12/1992	74/337257	18/09/2001	2489710
CORONA (Stylized)	43	21/12/1999	75/875857	2/06/2009	3631787
CORONA (Stylized)	35,41	18/07/2000	76/090432	9/07/2002	2590621

CORONA BEACH HOUSE	43	9/07/2010	85/081351	28/06/2011	3884217
CORONA EXTRA	32	14/10/1986	73/625250	31/03/1992	1681365
CORONA EXTRA	35	26/03/2001	76231041	24/02/2004	2817873
CORONA EXTRA	35,41	18/07/2000	76/090433	30/07/2002	2600236
CORONA EXTRA	32	3/07/2007	77221686	26/02/2008	3388566
CORONA EXTRA & Design	21	10/11/2003	76/559142	13/09/2005	2993696
CORONA EXTRA & Design	16	12/05/2003	76/544591	6/11/2007	3329891
CORONA EXTRA & Design	35	27/03/2001	76/230810	11/02/2003	2687262
CORONA EXTRA & Design	25	7/12/1992	74/337259	18/09/2001	2489711
CORONA EXTRA CERVEZA LA CERVEZA MAS FINA & Design (B&W)	32	28/02/2007	77/118947	9/12/2008	3544218
CORONA EXTRA CERVEZA LA CERVEZA MAS FINA & Design (Color)	32	28/02/2007	77/118906	9/12/2008	3544217
CORONA EXTRA LA CERVEZA MAS FINA & Design	25	7/12/1992	74/337255	18/09/2001	2489708
CORONA EXTRA LA CERVEZA MAS FINA & Design	32	14/10/1986	73/625248	3/11/1992	1729694
CORONA EXTRA LA CERVEZA MAS FINA & Design	32	13/06/2006	78/907233	23/10/2007	3317902
CORONA LIGHT	32	3/03/2008	77/410950	14/04/2009	3605139
CORONA LIGHT & Design	32	17/12/1990	74/123829	27/10/1992	1727969
CORONA LIGHT (Stylized)	32	21/12/1999	75/876356	21/11/2000	2406232
CORONITA EXTRA	32	22/01/1991	74/132069	3/11/1992	1729701
CORONITA EXTRA LA CERVEZA MAS FINA & Design	32	23/04/1991	74/160423	30/03/1993	1761605
CORONITA LIGHT	32	24/01/2008	77/379759	23/12/2008	3549260
CROWN IMPORTS	35	3/08/2006	78/980855	3/03/2009	3584879
CROWN IMPORTS & Design	35	29/10/2006	77/976425	24/02/2009	3581601
FIND YOUR BEACH	35	20/12/2011	85/499815	2/04/2013	4311534
FIND YOUR BEACH	32	11/11/2009	77/870491	14/08/2012	4191028
GRUPO MODELO	35	22/05/2000	76/056130	25/11/2003	2785281
GRUPO MODELO	35,40,44	19/07/2010	85/088071	13/03/2012	4110861
LA CERVEZA MAS FINA	32	12/09/2003	76/544594	28/06/2005	2963654
LA CERVEZA MAS FINA & Design	25	7/12/1992	74/337258	29/03/1994	1828343
LA CERVEZA MAS FINA & Design	32	14/10/1986	73/625249	5/07/1988	1495289
Grupo Modelo barrel Design	32	8/04/2005	78/605037	4/07/2006	3111586
CORONA Crown Design	32	20/10/2004	76/617147	24/01/2006	3048028
Crown and Griffins Design	32	14/10/1986	73/625251	20/10/1987	1462155
Crown and Griffins Design	25	29/01/1988	73/708295	18/07/1989	1548371
VICTORIA cleaned label	32	10/11/2011	85/469375	22/05/2012	4146767

CORONARITA	32	30/05/2012	85980660	28/01/2014	4476282
FAMILIAR & Design	32	12/09/2011	85980773	18/02/2014	4486445
FAMILIAR	32	12/09/2011	85980772	11/02/2014	4482688
CORONA FAMILIAR	32	12/09/2011	85980771	18/02/2014	4486445
CERVECERIA MODELO MEXICO & design	32	22/01/2014	86171686	28/10/2014	4627676
CORDNARITA	32	23/06/2011	85982074	26/08/2014	4594168
CORONARITA	32	23/06/2011	85/982,074	26/08/2014	4594168
CORONITA	32	28/07/2011	85982629	23/09/2014	4610922
MODELO ESPECIAL CHELADA	32	28/09/2012	85983133	27/01/2015	4679536