

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM351101

<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 del Pacífico, S. de R.L. de C.V.		07/24/2015	LIMITED LIABILITY COMPANY: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Modelo Brands del Pacífico, S. de R.L. de C.V.		
<b>Street Address:</b>	Calzada Gabriel Leyva y Melchor Ocampo s/n, Col. Centre		
<b>City:</b>	82000, Mazatlán, Sinaloa		
<b>State/Country:</b>	MEXICO		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MEXICO		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	74071659	CERVECERIA DEL PACIFICO, S.A. DE C.V. CE	
<b>Serial Number:</b>	77244688	LA CERVEZA DEL PACIFICO CERVEZA PACIFICO	
<b>Serial Number:</b>	77317242	MEXICO VIA PACIFICO	
<b>Serial Number:</b>	74071754	PACIFICO	
<b>Serial Number:</b>	76497182	PACIFICO	
<b>Serial Number:</b>	76497180	PACIFICO	
<b>Serial Number:</b>	76514146	PACIFICO CLARA	
<b>Serial Number:</b>	86192069	PACIFICO LIGHT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128278185		
<i>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.</i>			
<b>Email:</b>	nytrademarks@klgates.com, alexis.douglas@klgates.com, valerie.swanson@klgates.com		
<b>Correspondent Name:</b>	Andrew L. Reibman c/o K&L Gates LLP		
<b>Address Line 1:</b>	599 Lexington Ave		
<b>Address Line 4:</b>	New York, NEW YORK 10022-6030		
<b>NAME OF SUBMITTER:</b>	Alexis Crawford Douglas		
<b>SIGNATURE:</b>	/acd/		
<b>DATE SIGNED:</b>	08/11/2015		

CH \$215.00 74071659

**Total Attachments: 2**

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## DEED OF ASSIGNMENT

### ASSIGNMENT (Trademarks)

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

residing at:  
**Calzada Gabriel Leyva y Melchor Ocampo s/n, Col. Centro  
82000, Mazatlán, Sinaloa  
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 Brands del Pacífico, S. de R.L. de C.V.**

residing at:  
**Calzada Gabriel Leyva y Melchor Ocampo s/n, Col. Centro  
82000, Mazatlán, Sinaloa  
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

USA - Annex - ABI/1562466M/US

Title	Class	Application Date	Application No.	Registration Date	Registration No.
CERVECERIA DEL PACIFICO, S.A. DE C.V. CERVEZA PACIFICO CLARA & Design	32	22/06/1990	74/071659	14/01/1992	1671994
LA CERVEZA DEL PACIFICO CERVEZA PACIFICO CLARA & Design	32	1/08/2007	77/244688	17/03/2009	3589696
MEXICO VIA PACIFICO	32	30/10/2007	77/317242	29/07/2008	3475402
PACIFICO	32	22/06/1990	74/071754	20/10/1992	1726063
PACIFICO	25	14/03/2003	76/497182	21/09/2004	2885751
PACIFICO & design	25	14/03/2003	76/497180	13/07/2004	2862190
PACIFICO CLARA	32	12/05/2003	76514146	27/07/2004	2866272
PACIFICO LIGHT	32	12/02/2014	86192069		