

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM352466

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
José Antonio González Ibarra		08/05/2015	INDIVIDUAL:

## RECEIVING PARTY DATA

<b>Name:</b>	Modelo MKT de México, S. de R.L. de C.V.
<b>Street Address:</b>	Lago Alberto 156
<b>Internal Address:</b>	Col. Anáhuac
<b>City:</b>	Mexico City
<b>State/Country:</b>	MEXICO
<b>Postal Code:</b>	11320
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MEXICO

## PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	74027285	TIJUANA T.J.
Serial Number:	77198772	TJ BRAVA CERVEZA TIJUANA T·J BRAVA MEXIC
Serial Number:	77198766	TJ BUFADORA CERVEZA TIJUANA MEXICAN CRAF
Serial Number:	86643047	CERVEZA 100% MALTA TIJUANA SCHWARBIER ST
Serial Number:	75851798	TJ
Serial Number:	86643036	CERVEZA 100% TIJUANA PILSNER STYLE PREMI
Serial Number:	86643026	CERVEZA 100% MALTA TIJUANA LEICHT STYLE
Serial Number:	86535196	ROSARITO BEACH AMERICAN LAGER STYLE 100%
Serial Number:	86003288	XOLOS
Serial Number:	86535137	CAESAR TJ

## CORRESPONDENCE DATA

Fax Number: 3034732720

*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.*

Phone: 303-473-2731

Email: docket@hollandhart.com

Correspondent Name: Darin L. Brown

Address Line 1: P.O. Box 8749

Address Line 2: Attention: Trademark Docketing

TRADEMARK

**Address Line 4:** Denver, COLORADO 80201

**ATTORNEY DOCKET NUMBER:** 87647.0001

**NAME OF SUBMITTER:** Darin L. Brown

**SIGNATURE:** /Darin L. Brown/

**DATE SIGNED:** 08/24/2015

**Total Attachments: 6**

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## TRADEMARK ASSIGNMENT AGREEMENT

By virtue of this Agreement **JOSÉ ANTONIO GONZÁLEZ IBARRA**, with address at Avenida Baja California No. 22, Fraccionamiento Chapultepec California, Tijuana, Baja California, 22610, Mexico (the "Assignor"), assigns, sells and transfers in whole ownership and dominion to **MODELO MKT DE MÉXICO, S. DE R.L. DE C.V.**, with address at Lago Alberto 156, Col. Anáhuac, 11320, México City, México (the "Assignee"), all the rights, titles and interests in the trademarks and distinctive signs listed in the Schedule I of this Agreement ("the Trademarks"), together with the goodwill associated each of the Trademarks.

Assignee is the successor to that portion of the business of the Assignor to which the Trademarks pertain.

The price of the assignment of the intellectual property rights referred in this Agreement is for the amount of MX \$1.00 (one peso 00/100 M.N.), freely fixed by the Assignor and the Assignee and already received by the Assignor.

The Assignor and the Assignee agree that this Assignment Agreement will be recorded before the Mexican Institute of Industrial Property (IMPI) and the United States Patent and Trademark Office (USPTO) and, to this effect, they appoint as their attorneys in Mexico Messrs. Claus Werner von Wobeser Hoepfner, Javier Eduardo Lizardi Calderón, Fernando Moreno Gómez de Parada, Luis Burgueño Colín, Marco Tulio Venegas Cruz, Luis Miguel Jiménez Cortés, Rupert Hüttler, Fernando Carreño Núñez de Álvarez, Andrés Nieto Sánchez de Tagle, Edmond Frederic Grieger Escudero, Adrián Magallanes Pérez and Diego Ignacio Sierra Laris, and in the United States of America Mr. Darin L. Brown, so they can jointly or separately carry on all necessary procedures before such authorities in order to register this Assignment Agreement.

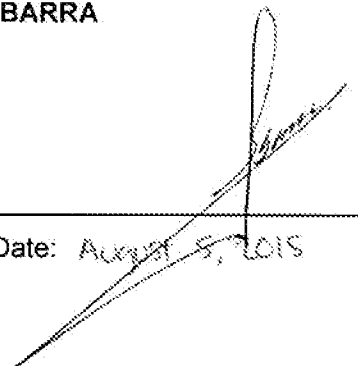
IN WITNESS WHEREOF, the Assignor and the Assignee hereto execute this Agreement as of the date first written on their signature.

*[Signature page follows]*

[Signature page of the Assignment Agreement]

ASSIGNOR:

JOSÉ ANTONIO GONZÁLEZ  
IBARRA

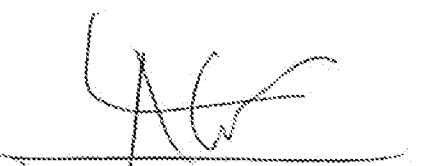


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Date: August 5, 2015


ASSIGNEE:

MODELO MKT DE MÉXICO, S. DE R.L.  
DE C.V.



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Name: Andrés Gutiérrez Fernández  
Title: Legal Representative  
Date: August 5, 2015







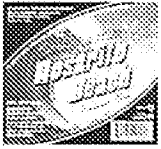



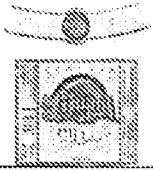

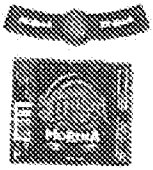


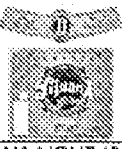
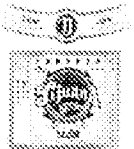
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Name: Juan Carlos Espinosa Villarreal  
Title: Legal Representative  
Date: August 5, 2015

Schedule I



I. Mexican Trademarks




No.	Trademark	Class	Filing No.	Registration No.
1	TJ (& Design) 	32	1579187	1549863
2	TJ BUFADORA TJ (& Design) 	32	1488786	1524351
3	TJ BRAVUCONA (& Design) 	32	1529625	1548794
4	FILIBUSTERA TJ	32	1573481	1547391
5	TJ OK! (& Design) 	41	1621883	Pendiente
6	TJ . BC PUB (& Design) 	43	1621884	Pendiente
7	XOLOS TJ XOLOS LA CERVEZA MAS PERRA (& Design) 	32	1495523	Pendiente
8	ROSARITO BEACH	32	444675	750746
9	ROSARITO BEACH (& Design) 	32	1049900	1218267
10	CAESAR TJ	32	1579188	1548435
11	TJUANA T J (& Design)	32	194787	496047

				
12	TIJUANA T J BAJA	32	359500	600713
13	TJ TIJUANA TJ GUERA (& Design)	32	646650	835609
				
14	TJ TIJUANA TJ LIGHT (& Design)	32	646651	835610
				
15	TJ TIJUANA TJ MORENA (& Design)	32	646654	835611
				
16	BUFADORA TJ TIJUANA (& Design)	32	1030893	1126297
				
17	TIJUANA TJ BAJA (& Design)	32	1024167	1120336
				
18	TJ TIJUANA GUERA (& Design)	32	1488783	1524348
				
19	TJ TIJUANA LIGHT (& Design)	32	1488784	1524349
				
20	TJ TIJUANA MORENA (& Design)	32	1488785	1524350

				
21	TIJUANA T J BAJA TJ (& Design)	32	1024178	1120338
				
22	TIJUANA T J (& Design)	25	194786	484469
				
23	TIJUANA T J BAJA	25	359499	600712
24	TIJUANA T J BAJA	33	359501	600714
25	TIJUANA T J BAJA (& Design)	25	1024169	1120337
				
26	TIJUANA T J BAJA (& Design)	33	1024171	1119426
				
27	LA CERVEZA MÁS PERRA (slogan)	32	55207	54328
28	XOLOS	32	1027147	1147357
29	LAS PULGAS	32	1057855	1143437
30	XOLOS	32	1269046	1309698
31	XOLOITZCUINTLES	32	1395939	1408871

## II. US Trademarks

No.	Trademark	Class	Filing No.	Registration No.
1	TIJUANA T J	32	74/027,285	1,670,430
2	TJ BRAVA CERVEZA TIJUANA T J BRAVA MEXICAN CRAFT BEER (& Design)	32	77/198,772	3,752,697
				
3	TJ BUFADORA CERVEZA TIJUANA MEXICAN CRAFT BEER (& Design)	32	77/198,765	3,752,696
				
4	CERVEZA 100% MALTA TIJUANA SCHWARBIER STYLE PREMIUM	32	86/643,047	Pending

	LAGER CRAFT BEER MORENA OBSCURA / DARK (& Design)			
				
5	TJ (& Design)	32	75/851,798	3,095,924
				
6	CERVEZA 100% TIJUANA PILSNER STYLE PREMIUM LAGER CRAFT BEER GUERA CLARA / BLONDE (& Design)	32	86/643,036	Pending
				
7	CERVEZA 100% MALTA TIJUANA LEICHT STYLE PREMIUM LAGER CRAFT BEER LIGHT CLARA / BLONDE (& Design)	32	86/643,026	Pending
				
8	ROSARITO BEACH AMERICAN LAGER STYLE 100% MALTA DE CEBADA PREMIUM BEER CLARA/ BLONDE CERVEGA ARTESANAL (& Design)	32	86/535,196	Pending
				
9	XOLOS	32	86/003,288	4,732,213
10	CAESAR TJ	32	86/535,137	Pending