

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM356433

<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 Pacifico, S. de R.L. de C.V.		09/18/2015	LIMITED LIABILITY COMPANY: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Modelo Brands del Pacifico, S. de R. L. de C.V.		
<b>Street Address:</b>	Calzada Gabriel Leyva y Melchor Ocampo s/n, Col. Centro		
<b>City:</b>	Mazatlán, Sinaloa		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	82000		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3902726	CERVECERIA DEL PACIFICO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3034732720		
<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>Phone:</b>	303-473-2731		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Darin L. Brown		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attention: Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>NAME OF SUBMITTER:</b>	Darin L. Brown		
<b>SIGNATURE:</b>	/Darin L. Brown/		
<b>DATE SIGNED:</b>	09/24/2015		
<b>Total Attachments: 2</b>			
source=Trademark Assignment from Cerveceria del Pacifico to Modelo Brands del Pacifico#page1.tif			
source=Trademark Assignment from Cerveceria del Pacifico to Modelo Brands del Pacifico#page2.tif			

OP \$40.00 3902726

## ASSIGNMENT (Trademarks)

The undersigned  
**Cervecería del Pacífico, S. de R.L. de C.V.** (the "Assignor")

residing at:

Calzada Gabriel Leyva y Melchor Ocampo s/n, Col. Centro  
82000, Mazatlán, Sinaloa  
Mexico

is the true owner of the trademarks set forth on Exhibit A (the "Trademarks"), as well as the U.S. trademark application(s) and/or registration(s) set forth on Exhibit A (the "Application(s)/Registration(s)") and in consideration of the sum of US \$ 1.00 (one dollar),

Assignor assigns all right, title, and interest in and to the Trademarks and the Application(s)/Registration(s), including all goodwill associated with each of the Trademarks to:

**Modelo Brands del Pacífico, S. de R.L. de C.V.** (the "Assignee")

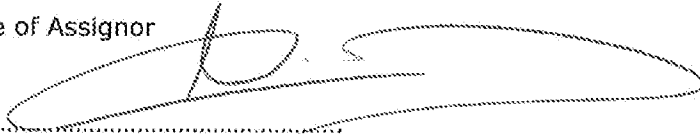
residing at

Calzada Gabriel Leyva y Melchor Ocampo s/n, Col. Centro  
82000, Mazatlán, Sinaloa  
Mexico

the successor to that portion of the business of the Assignor to which the Trademarks pertain and to whom assignment has been made of all right and title of the Trademarks for the United States of America, without any restriction whatsoever.

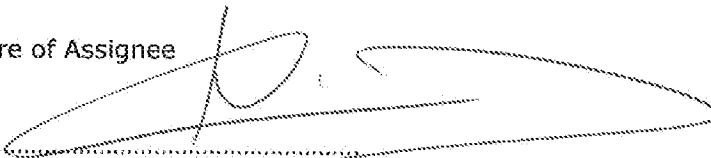
The Assignee also signs in recognition of acceptance of the said assignment.

Signature of Assignor



.....  
François Uyttenhove, Senior IP Manager  
Signed in Leuven, September 18, 2015

Signature of Assignee



.....  
François Uyttenhove, Senior IP Manager  
Signed in Leuven, September 18, 2015

Assignment to Modelo Brands del Pacifico, S. de R.L. de C.V.

**Exhibit A**

Title	Class	Application Date	Application No.	Registration Date	Registration No.
CERVECERIA DEL PACIFICO	32	12/11/2009	77/870989	11/01/2011	3902725