

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356435

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cervecería Modelo, S. de R.L. de C.V.		09/18/2015	LIMITED LIABILITY COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	Modelo MKT México, S. de R. L. de C.V.		
Street Address:	Lago Alberto No. 156		
Internal Address:	Colonia Anáhuac		
City:	México, Distrito Federal		
State/Country:	MEXICO		
Postal Code:	11320		
Entity Type:	LIMITED LIABILITY COMPANY: MEXICO		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4797610	IDEAL AS DE OROS	
Registration Number:	4733905	IDEAL AZABACHE	
Registration Number:	4606674	MODELO ESPECIAL CHELADA CERVECERIA MODEL	
Registration Number:	4606676	MODELO ESPECIAL CHELADA CERVECERIA MODEL	
Registration Number:	2395352	ORGULLOSAMENTE MEXICANA	
Registration Number:	4631413	IDEAL	
CORRESPONDENCE DATA			
Fax Number:	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>			
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		
Address Line 4:	Denver, COLORADO 80201		
NAME OF SUBMITTER:	Darin L. Brown		
SIGNATURE:	/Darin L. Brown/		

OP \$165.00 4797610

DATE SIGNED:	09/24/2015
Total Attachments: 2 source=Trademark Assignment from Cerveceria Modelo to Modelo MKT de Mexico#page1.tif source=Trademark Assignment from Cerveceria Modelo to Modelo MKT de Mexico#page2.tif	

ASSIGNMENT (Trademarks)

The undersigned
Cerveceria Modelo, S. de R.L. de C.V. (the "Assignor")

residing at:

Lago Alberto No. 156, Colonia Anáhuac
México, Distrito Federal 11320
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 MKT de México, S. de R.L. de C.V. (the "Assignee")

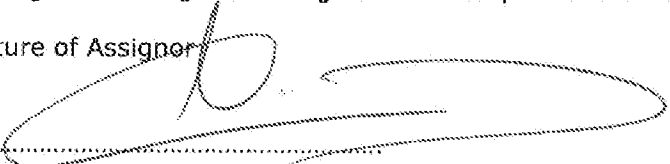
residing at

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

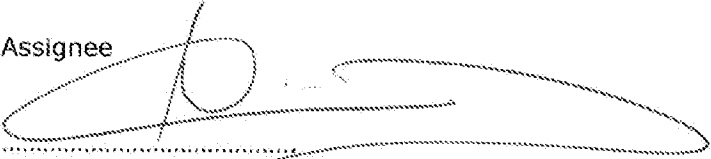
the successor to that portion of the business of the Assignor to which the Trademarks pertain and to whom assignment has been made of all right and title of the Trademarks for the United States of America, without any restriction whatsoever.

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 MKT de México, S. de R.L. de C.V.

Exhibit A

Title	Class	Application Date	Application No.	Registration Date	Registration No.
IDEAL AS DE OROS AND DEVICE	32	12/07/2013	86009207	25/08/2015	4797610
IDEAL AZABACHE AND DEVICE	32	12/07/2013	86009206	12/05/2015	4733905
MODELO ESPECIAL CHELADA CERVECERIA MODELO MEXICO & design	32	17/06/2013	85961386	16/09/2014	4606674
MODELO ESPECIAL CHELADA CERVECERIA MODELO MEXICO & design	32	17/06/2013	85961388	16/09/2014	4606676
ORGULLOSAMENTE MEXICANA	32	21/06/1999	75/732585	17/10/2000	2395352
IDEAL	32	10/02/2014	86189095	4/11/2014	4631413