

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM359226

<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.		10/19/2015	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 Anáhuac		
<b>City:</b>	México, Distrito Federal 11320		
<b>State/Country:</b>	MEXICO		
<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>	4808819	CORONA DE MAYO	
<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>Phone:</b>	312-807-4346		
<b>Email:</b>	chicago.trademarks@klgates.com, alexis.douglas@klgates.com, valerie.swanson@klgates.com		
<b>Correspondent Name:</b>	Alexis Douglas c/o K&L Gates LLP		
<b>Address Line 1:</b>	P.O. Box 1135		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60690-1135		
<b>NAME OF SUBMITTER:</b>	Alexis Crawford Douglas		
<b>SIGNATURE:</b>	/acd/		
<b>DATE SIGNED:</b>	10/20/2015		
<b>Total Attachments: 1</b>			
source=Assignment Cerveceria Modelo to Modelo MKT for CORONA DE MAYO#page1.tif			

CH \$40.00 4808819

## DEED OF ASSIGNMENT

### ASSIGNMENT (Trademarks)

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

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

Owens the trademark registration No. 4,808,819 for the trademark CORONA DE MAYO and, in consideration of the sum of US \$1.00 (one dollar), hereby assigns all right, title and interest in and to the trademark, including all common law rights and the applications therefor, together with the goodwill of the business connected with the use of the trademark 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**  
**México**

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

Signature of the Assignor (s)

.....  
François Uyttendhove, Senior IP Manager

Signature of Assignee

.....  
François Uyttendhove, Senior IP Manager

Signed on October 19, 2015.  
Signed in Leuven