

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM360024

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aragon International Investments, LLC		10/26/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Modelo MKT de México, S. de R.L. de C.V.		
Street Address:	Lago Alberto 156, Col. Anáhuac		
City:	México City		
State/Country:	MEXICO		
Postal Code:	11320		
Entity Type:	S. de R.L. de C.V.: MEXICO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2093334	MEXICALI	
Registration Number:	2187900	PILSENER SUPERIOR CERVEZA MEXICALI BEER	
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 Brown		
Address Line 1:	Holland & Hart LLP		
Address Line 2:	P.O. Box 8749		
Address Line 4:	Denver, COLORADO 80201		
ATTORNEY DOCKET NUMBER:	87647.0002		
NAME OF SUBMITTER:	Darin L. Brown		
SIGNATURE:	/Darin L. Brown/		
DATE SIGNED:	10/26/2015		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

By virtue of this Agreement **ARAGON INTERNATIONAL INVESTMENTS, LLC**, with address at 2341 Cilantro Glen, Escondido California, 92029, United States of America (the "Assignor"), assigns, sells and transfers in whole ownership and dominion to **MODELO MKT DE MEXICO, S. DE R.L. DE C.V.**, with address at Lago Alberto 156, Col. Anahuac, 11320, Mexico City, Mexico (the "Assignee"), all the right, title and interest in the trademarks and distinctive signs listed in the Schedule I of the Agreement ("the Trademarks"), together with the goodwill associated each of the Trademarks, and all applications, registrations, renewals, and extensions thereof.

Assignee is the successor to that portion of the business of the Assignor to which the Trademarks pertain. The information of the consideration for the assignment is contained in another Agreement (the Settlement Agreement) which because of confidentiality reasons is not included herein.

Assignor hereby authorizes and requests the United States Patent and Trademark Office to record Assignee as the owner of Assignor's entire right, title and interest in and to the Trademarks.

IN WITNESS WHEREOF, the Agreement has been executed as of the date set forth below.

[Signature page follows]



[Signature page of the Assignment Agreement]

ASSIGNOR:

ARAGON INTERNATIONAL
INVESTMENTS, LLC

By 


Name: JESUS CARRILLO

GALLARDO

Title: Attorney in Fact

Date: October 26, 2015

Schedule 1

No.	Trademark	Class	Goods	Serial No.	Registration No.
1	MEXICALI	02	Beer	74953190	2003124
2		02	Beer	75284200	2187962

