

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362055

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cerveceria Mexicana, S. de R.L. de C.V.		11/03/2015	S. de R.L. de C.V.: MEXICO
RECEIVING PARTY DATA			
Name:	Modelo MKT de México, S. de R.L. de C.V.		
Street Address:	Lago Alberto No. 156		
Internal Address:	Colonia Anáhuac		
City:	Distrito Federal		
State/Country:	MEXICO		
Postal Code:	11320		
Entity Type:	S. de R.L. de C.V.: MEXICO		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3944193	NO LIME REQUIRED	
Registration Number:	4416626	THE COMPLETE BEER	
Registration Number:	4135233	CAVE CREEK CHILI BEER	
Registration Number:	4135234	RED PIG	
Registration Number:	4795337	DAY OF THE DEAD BEER	
Registration Number:	3926787	DAY OF THE DEAD	
Registration Number:	4404756	CERVEZA DE LOS MUERTOS	
Registration Number:	4795338	DIA DE LOS MUERTOS	
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		

OP \$215.00 3944193

ATTORNEY DOCKET NUMBER:	87647.0002
NAME OF SUBMITTER:	Darin L. Brown
SIGNATURE:	/Darin L. Brown/
DATE SIGNED:	11/12/2015
Total Attachments: 2 source=Assignment of Trademarks from Cerveceria Mexicana to Modelo MKT de Mexico#page1.tif source=Assignment of Trademarks from Cerveceria Mexicana to Modelo MKT de Mexico#page2.tif	

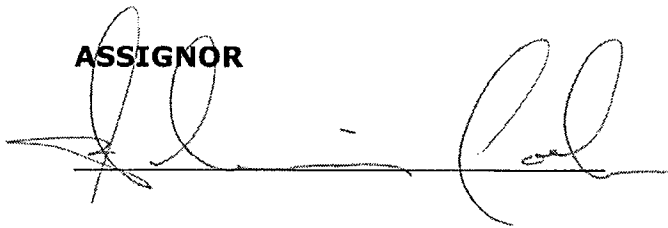
ASSIGNMENT OF TRADEMARKS

Whereas **Cerveceria Mexicana, S. de R.L. de C.V.** ("Assignor"), of Col. Industrial, Blvd. Morelos No. 750-B, Tecate, B.C. C.P. 21430, México, owns the trademarks set forth at Exhibit A (the "Marks") together with the U.S. trademark applications and registrations set forth at Exhibit A; and

Whereas **Modelo MKT de México, S. de R.L. de C.V.** ("Assignee"), of Lago Alberto No. 156, Colonia Anáhuac, México, Distrito Federal 11320, México, wishes to acquire the Marks together with their corresponding U.S. trademark registrations and applications;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks, as well as the U.S. trademark registrations for the Marks and applications to register the Marks set forth at Exhibit A.

ASSIGNOR



Name

FEDERICO COBO

Title

APODERADO

Date

Nov 3, 2015

EXHIBIT A

Trademark	Class	Goods	U.S. Ser. No.	App. Date	Reg. No.	Reg. Date
NO LIME REQUIRED	32	Beer	85107567	Aug. 13, 2010	3944193	Apr. 12, 2011
THE COMPLETE BEER	32	Beer	85107571	Aug. 13, 2010	4416626	Oct. 15, 2013
CAVE CREEK CHILI BEER	32	Beer	85412240	Aug. 31 2011	4135233	May 1, 2012
RED PIG	32	Ale; beer	85412257	Aug. 31 2011	4135234	May 1, 2012
DAY OF THE DEAD BEER	32	Ale; beer	86568007	Mar. 18, 2015	4795337	Aug. 18, 2015
DAY OF THE DEAD	33	Tequila	77915376	Jan. 19, 2010	3926787	Mar. 1, 2011
CERVEZA DE LOS MUERTOS	32	Beer; beer, ale, lager, stout and porter, beers	85774487	Nov. 8, 2012	4404756	Sep. 17, 2013
DIA DE LOS MUERTOS	32	Ale; beer	86568031	Mar. 18, 2015	4795338	Aug. 18, 2015