

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362056

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: 1			
Property Type	Number	Word Mark	
Serial Number:	86568016	CERVEZA 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:	3034732731		
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:	11/12/2015		
Total Attachments: 2			
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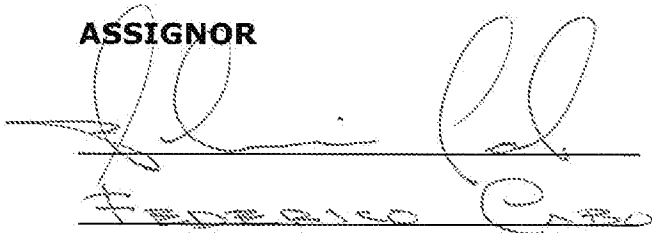
ASSIGNMENT OF TRADEMARKS

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

FERNANDO CASTRO

Title

Nov 3, 2015

Date

EXHIBIT A

Trademark	Class	Goods	U.S. Ser. No.	App. Date	Reg. No.	Reg. Date
CERVEZA DE LOS MUERTOS	32	Ale; beer	86568016	Mar. 18, 2015		