

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365541

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sergio Elías Gutiérrez Domínguez		12/07/2015	INDIVIDUAL: 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:	85789226	BOCANEGRA	
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		
ATTORNEY DOCKET NUMBER:	87647.0031		
NAME OF SUBMITTER:	Darin L. Brown		
SIGNATURE:	/Darin L. Brown/		
DATE SIGNED:	12/11/2015		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARKS

Whereas Sergio Elías Gutiérrez Domínguez (“Assignor”), of Avenida Lázaro Cárdenas No. 306 Int. 3A, Colonia Residencial San Agustín, San Pedro Garza García, Nuevo León, 66260, México, owns the trademark set forth at Exhibit A (the “Mark”) together with the U.S. trademark application 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, the successor to that portion of the business of the Assignor to which the Mark pertains, wishes to acquire the Mark together with its corresponding U.S. trademark application;

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 Mark together with the goodwill of the business symbolized by the Mark, as well as the application to register the Mark set forth at Exhibit A.

ASSIGNOR


By: _____

Name: Sergio Elías Gutiérrez Domínguez Name

Date: December 7, 2015

[This signature page belongs to the Assignment of Trademarks executed between Sergio Elías Gutiérrez Domínguez as Assignor and Modelo MKT de México, S. de R.L. de C.V. as assignee, dated December 7, 2015].

EXHIBIT A

Trademark	Class	Goods	U.S. Ser. No.	App. Date	Reg. No.	Reg. Date
	32	Beer	85789226	November 28, 2012	N/A	N/A