

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM365960

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Name of Assignee previously recorded on Reel 005631 Frame 0133. Assignor(s) hereby confirms the assignment of the entire interest.		
<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.		09/18/2015	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		
<b>Internal Address:</b>	Colonia Anáhuac		
<b>City:</b>	México, Distrito Federal		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	11320		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MEXICO		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4797610	IDEAL AS DE OROS	
<b>Registration Number:</b>	4733905	IDEAL AZABACHE	
<b>Registration Number:</b>	4606674	MODELO ESPECIAL CHELADA CERVECERIA MODEL	
<b>Registration Number:</b>	4606676	MODELO ESPECIAL CHELADA CERVECERIA MODEL	
<b>Registration Number:</b>	2395352	ORGULLOSAMENTE MEXICANA	
<b>Registration Number:</b>	4631413	IDEAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	3034732731		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Darin L. Brown		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attn: Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>NAME OF SUBMITTER:</b>	Darin L. Brown		

OP \$165.00 4797610

<b>SIGNATURE:</b>	/Darin L. Brown/
<b>DATE SIGNED:</b>	12/16/2015
<b>Total Attachments: 4</b> source=assignment-tm-5631-0133#page1.tif source=assignment-tm-5631-0133#page2.tif source=assignment-tm-5631-0133#page3.tif source=assignment-tm-5631-0133#page4.tif	

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM356435

<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.		09/18/2015	LIMITED LIABILITY COMPANY: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Modelo MKT México, S. de R. L. de C.V.		
<b>Street Address:</b>	Lago Alberto No. 156		
<b>Internal Address:</b>	Colonia Anáhuac		
<b>City:</b>	México, Distrito Federal		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	11320		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MEXICO		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4797610	IDEAL AS DE OROS	
<b>Registration Number:</b>	4733905	IDEAL AZABACHE	
<b>Registration Number:</b>	4606674	MODELO ESPECIAL CHELADA CERVECERIA MODEL	
<b>Registration Number:</b>	4606676	MODELO ESPECIAL CHELADA CERVECERIA MODEL	
<b>Registration Number:</b>	2395352	ORGULLOSAMENTE MEXICANA	
<b>Registration Number:</b>	4631413	IDEAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	303-473-2731		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Darin L. Brown		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attention: Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>NAME OF SUBMITTER:</b>	Darin L. Brown		
<b>SIGNATURE:</b>	/Darin L. Brown/		

OP \$165.00 4797610

<b>DATE SIGNED:</b>	09/24/2015
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**Total Attachments: 2**  
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source=Trademark Assignment from Cerveceria Modelo to Modelo MKT de Mexico#page2.tif

## ASSIGNMENT (Trademarks)

The undersigned  
**Cerveceria Modelo, S. de R.L. de C.V.** (the "Assignor")

residing at:

Lago Alberto No. 156, Colonia Anáhuac  
México, Distrito Federal 11320  
Mexico

is the true owner of the trademarks set forth on Exhibit A (the "Trademarks"), as well as the U.S. trademark application(s) and/or registration(s) set forth on Exhibit A (the "Application(s)/Registration(s)") and in consideration of the sum of US \$ 1.00 (one dollar),

Assignor assigns all right, title, and interest in and to the Trademarks and the Application(s)/Registration(s), including all goodwill associated with each of the Trademarks to:

**Modelo MKT de México, S. de R.L. de C.V.** (the "Assignee")

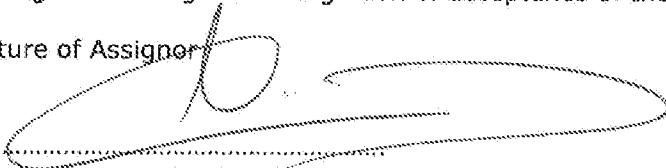
residing at

Lago Alberto No. 156, Colonia Anáhuac  
México, Distrito Federal 11320  
Mexico

the successor to that portion of the business of the Assignor to which the Trademarks pertain and to whom assignment has been made of all right and title of the Trademarks for the United States of America, without any restriction whatsoever.

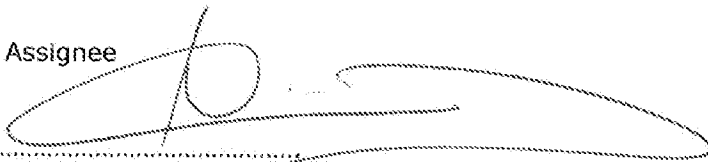
The Assignee also signs in recognition of acceptance of the said assignment.

Signature of Assignor



.....  
François Uyttenhove, Senior IP Manager  
Signed in Leuven, September 18, 2015

Signature of Assignee



.....  
François Uyttenhove, Senior IP Manager  
Signed in Leuven, September 18, 2015

Assignment to Modelo MKT de México, S. de R.L. de C.V.

**Exhibit A**

Title	Class	Application Date	Application No.	Registration Date	Registration No.
IDEAL AS DE OROS AND DEVICE	32	12/07/2013	86009207	25/08/2015	4797610
IDEAL AZABACHE AND DEVICE	32	12/07/2013	86009206	12/05/2015	4733905
MODELO ESPECIAL CHELADA CERVECERIA MODELO MEXICO & design	32	17/06/2013	85961386	16/09/2014	4606674
MODELO ESPECIAL CHELADA CERVECERIA MODELO MEXICO & design	32	17/06/2013	85961388	16/09/2014	4606676
ORGULLOSAMENTE MEXICANA	32	21/06/1999	75/732585	17/10/2000	2395352
IDEAL	32	10/02/2014	86189095	4/11/2014	4631413