

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM402724

<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>
Compania Cervecera del Tropico, S. de R.L. de C.V.		10/17/2016	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Modelo Branding del Tropico, S. de R.L. de C.V.		
<b>Street Address:</b>	Boulevard Antonino Fernandez Rodriguez No. 1, Col. Ex Hacienda El Yucal		
<b>City:</b>	Tuxtepec Oaxaca		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	68365		
<b>Entity Type:</b>	Limited Liability Company: MEXICO		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86670299	CM	
<b>Serial Number:</b>	85459142	LEON	
<b>Serial Number:</b>	85459159	LEON	
<b>Serial Number:</b>	85459177	LEON	
<b>Serial Number:</b>	77123141	M MONTEJO · CERVEZA CLARA · COMPAÑÍA CER	
<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>	303-295-8018		
<b>Email:</b>	docket@hollandhart.com, becooperstein@hollandhart.com		
<b>Correspondent Name:</b>	Beth E. Cooperstein, Holland & Hart LLP		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>NAME OF SUBMITTER:</b>	Beth E. Cooperstein		
<b>SIGNATURE:</b>	/Beth E. Cooperstein/		
<b>DATE SIGNED:</b>	10/20/2016		
<b>Total Attachments: 2</b>			
source=Modelo Assignment#page1.tif			

OP \$140.00 86670299



ASSIGNMENT (Trademarks)

The undersigned

**Compañía Cervecera del Trópico, S. de R.L. de C.V. ("the Assignor")**

residing at:

Boulevard Antonino Fernández Rodríguez No. 1, Col. Ex Hacienda El Yucaí,  
68365, Tuxtepec Oaxaca  
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 Branding del Trópico, S. de R.L. de C.V. ("the Assignee")**

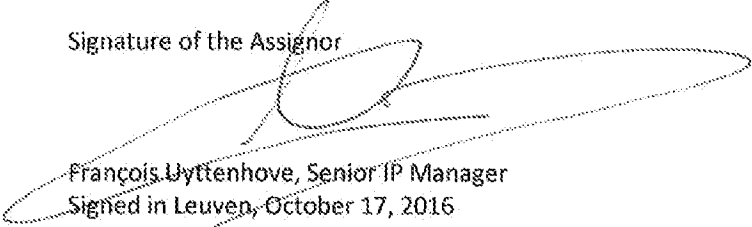
residing at

Boulevard Antonino Fernández Rodríguez No. 1, Col. Ex Hacienda El Yucaí,  
68365, Tuxtepec Oaxaca  
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 the Assignor

  
François Uyttenhove, Senior IP Manager  
Signed in Leuven, October 17, 2016

Signature of the Assignee

  
François Uyttenhove, Senior IP Manager  
Signed in Leuven, October 17, 2016

USA - Assignment to Modelo Branding del Trópico, S. de R.L. de C.V. - ABI/1562524M/US

Exhibit A

Title	Application Date	Application No.	Registration Date	Registration No.
CM (stylized)	22/06/2015	86670299	19/07/2016	5004781
LEON	28/10/2011	85459142	16/02/2016	4902093
LEON & Design	28/10/2011	85/459159	19/01/2016	4889745
LEON & Design	28/10/2011	85459177	19/01/2016	4889746
M MONTEJO CERVEZA CLARA COMPAÑÍA CERVECERA DEL TRÓPICO, S.A. DE C.V. & Design	6/03/2007	77/123141	29/07/2008	3474625