

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM418771

<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>
Tequila Cuervo La Rojena, S.A. de C.V.		02/28/2017	Corporation: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ex Hacienda Los Camichines, S.A. de C.V.		
<b>Street Address:</b>	Periferico Sur No. 8500		
<b>Internal Address:</b>	Tramo Morelia, Chapala		
<b>City:</b>	Tlaquepaque, Jalisco		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	45609		
<b>Entity Type:</b>	Corporation: MEXICO		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2691812	L. GALLARDO	
<b>Registration Number:</b>	3946015	L. GALLARDO	
<b>Registration Number:</b>	4125866	L. GALLARDO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2129499190		
<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>	2129499022		
<b>Email:</b>	fterranella@lawabel.com		
<b>Correspondent Name:</b>	Lawrence E. Abelman		
<b>Address Line 1:</b>	666 3rd Avenue		
<b>Address Line 2:</b>	10th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Lawrence E. Abelman		
<b>Address Line 1:</b>	666 3rd Avenue		
<b>Address Line 2:</b>	10th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10017		

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<b>NAME OF SUBMITTER:</b>	Frank Terranella
<b>SIGNATURE:</b>	/ft/
<b>DATE SIGNED:</b>	03/08/2017
<b>Total Attachments: 2</b> source=Gallardo assignment#page1.tif source=Gallardo assignment#page2.tif	

ASSIGNMENT

WHEREAS, Tequila Cuervo La Rojena, S.A. de C.V., a corporation organized and existing under the laws of Mexico, with an office at Circunvalacion Sur #44A, Fraccionamiento Las Fuentes, Zapopan, Jalisco 45070, Mexico (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademarks registered in the United States Patent and Trademark Office:

Trademark

Registration Number

**L. GALLARDO**

**2691812**



**3946015**



**4125866**

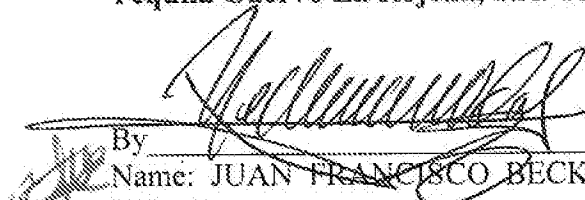
AND WHEREAS, Ex Hacienda Los Camichines, S.A. de C.V., a corporation organized and existing under the laws of Mexico, with an office at Periferico Sur No. 8500, Tramo Morelia, Chapala, Tlaquepaque, Jalisco, Mexico C.P. 45609 (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

**NOW, THEREFORE**, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark, trademark registration, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark. This assignment is effective immediately.

**IN WITNESS WHEREOF**, the said ASSIGNOR has hereunto executed this instrument this 28 day of February, 2017.

**Assignor:**

**Tequila Cuervo La Rojeña, S.A. de C.V**

  
By \_\_\_\_\_  
Name: JUAN FRANCISCO BECKMANN  
VIDAL

Title: Chairman of the board of directors