

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM466401

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cl Cerveza S.à r.l.		02/22/2018	société à responsabilité limitée: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	CB Brand Strategies, LLC		
Street Address:	Baarerstrasse 14		
City:	Zug		
State/Country:	SWITZERLAND		
Postal Code:	6300		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	87501548	%	
Serial Number:	87550036	ADELA	
Serial Number:	87581148	ALERA BRILLANTE	
Serial Number:	87559397	CONDESA FINA	
Serial Number:	87405553	PUNCH BOX	
Serial Number:	87405560	PUNCH BOX SOCIAL	
Serial Number:	87564283	REFRESHING SOCIAL VIBRANT PUNCH	
Serial Number:	87682711	STARCATCHER BEVERAGES	
Serial Number:	86977747	TOCAYO	
Serial Number:	87061900	TOCAYO	
Serial Number:	86978262	TOCAYO	
Serial Number:	87061907	TOCAYO	
Serial Number:	86978844	TOCAYO BREWING COMPANY	
Serial Number:	87061903	TOCAYO BREWING COMPANY	
Serial Number:	87637105	UNCOMMON UNION	
CORRESPONDENCE DATA			
Fax Number:	3122220818		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 312.222.5794
Email: jhbrown@michaelbest.com
Correspondent Name: Jeffrey H. Brown
Address Line 1: Michael Best & Friedrich LLP
Address Line 2: 444 W. Lake Street, Suite 3200
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 206984-9000-001

DOMESTIC REPRESENTATIVE

Name: Jeffrey H. Brown
Address Line 1: Michael Best & Friedrich LLP
Address Line 2: 444 W. Lake Street, Suite 3200
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER: Jeffrey H. Brown

SIGNATURE: /jeffrey h brown/

DATE SIGNED: 03/20/2018

Total Attachments: 7

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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, **CI Cerveza S.à r.l.**, a Luxembourg private limited liability company (société à responsabilité limitée), having its registered office at 26, Boulevard Royal, L-2449 Luxembourg, Grand Duchy of Luxembourg, and registered with the Luxembourg Register of Commerce and Companies under number B176.833 (the “**Assignor**”) was the owner of the trademarks, the trademark applications and/or registrations, and all common law rights associated therewith that are listed in **Schedule A** attached hereto and incorporated herein by reference and the goodwill of the business symbolized by the aforesaid trademarks (collectively, the “**Marks**”); and

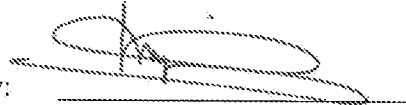
WHEREAS, **CB Brand Strategies, LLC**, a Delaware limited liability company, **acting through CB Brand Strategies, LLC, Wilmington, Delaware, USA, Zug Branch**, having its office set at Baarerstrasse 14, 6300 Zug and registered with the Commercial Register of the Canton of Zug under number CHE-355.916.772 (together with its successors and assigns, the “**Assignee**”), as the successor to the portion of the ongoing and existing business to which the Marks pertain, acquired the entire right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks on the 22nd day of February 2018 (the “**Effective Date**”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby confirms the assignment, transfer, and conveyance to the Assignee, as the successor to the portion of the ongoing and existing business to which the Marks pertain, of all of the Assignor’s right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, with the right to all income, royalties, damages or payments resulting from or attributable to activity or conduct after the Effective Date of this Agreement and the right to recover for damages and profits and all other remedies for all future, present and past infringements thereof.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Agreement to be executed and delivered as of the below dates.

CI CERVEZA S.À R.L.



By: _____
Name: Nicolas Susgin
Title: Category A Manager
Date: February 21, 2018

CB BRAND STRATEGIES, LLC
acting through CB Brand Strategies, LLC,
Wilmington, Delaware, USA, Zug Branch

By: _____
Name: Michael Lurie
Title: Branch Manager
Date: February 22, 2018

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Agreement to be executed and delivered as of the below dates.

CI CERVEZA S.À R.L.



By: _____
Name: Nicolas Susgin
Title: Category A Manager
Date: February 21, 2018






CB BRAND STRATEGIES, LLC
acting through CB Brand Strategies, LLC,
Wilmington, Delaware, USA, Zug Branch




By:  _____
Name: Michael Lurie
Title: Branch Manager
Date: February 22, 2018

SCHEDULE A

Mark	Country	Application No.	Registration No.	Class and Goods/Services
%	United States	87/501,548		32 - Flavored malt beverages, flavored beer, flavored alcoholic beverages
%	Canada	1874454		Flavored malt beverages, flavored beer, flavored alcoholic beverages
%	China	Not yet assigned		32 - Flavored malt beverages; flavored beer; flavored alcoholic beverages 33 - Flavored malt beverages; flavored beer; flavored alcoholic beverages
%	India	3709480		32 - Flavored malt beverages; flavored beer 33 - Flavored alcoholic beverages
%	Japan	2017-167844		32 - Flavored malt beverages; flavored beer; flavored alcoholic beverages; beer; non-alcoholic beverages 33 - Flavored malt beverages; flavored beer; flavored alcoholic beverages; beer; non-alcoholic beverages
%	Mexico	1992898		32 - Flavored malt drinks; flavored beer
%	Mexico	1992899		33 - Flavored malt drinks; flavored alcoholic drinks
ADELA	United States	87/550,036		32 - Alcoholic malt beverages
ALERA BRILLANTE	Canada	1881322		Alcoholic malt beverages
ALERA BRILLANTE	China	Not yet assigned		32 - Alcoholic malt beverages
ALERA BRILLANTE	India	3749759		32 - Alcoholic malt beverages
ALERA BRILLANTE	Mexico	2005675		32 - Alcoholic malt beverages
ALERA BRILLANTE	United States	87/581,148		32 - Alcoholic malt beverages
CONDESA FINA	United States	87/559,397		32 - Alcoholic malt beverages
PUNCH BOX	United States	87/405,553		33 - Alcoholic beverages, namely, flavored malt beverages
PUNCH BOX SOCIAL	United States	87/405,560		33 - Alcoholic beverages, namely, flavored malt beverages

Mark	Country	Application No.	Registration No.	Class and Goods/Services
REFRESHING SOCIAL VIBRANT PUNCH	Canada	1881320		Alcoholic beverages, namely, flavored malt beverages
REFRESHING SOCIAL VIBRANT PUNCH	China	Not yet assigned		32 - Alcoholic beverages, namely, flavored malt beverages
REFRESHING SOCIAL VIBRANT PUNCH	India	3748203		33 - Alcoholic beverages, namely, flavored malt beverages
REFRESHING SOCIAL VIBRANT PUNCH	Mexico	2005676		33- Alcoholic beverages, namely, flavored malt beverages
REFRESHING SOCIAL VIBRANT PUNCH	United States	87/564,283		33 - Alcoholic beverages, namely, flavored malt beverages
STARCATCHER BEVERAGES	United States	87/682,711		32 - Beer-based cocktails; beers; 33 - Alcoholic beverages, except beer
TOCAYO	MX	1804552	1779784	40 - Beer making and beer services
TOCAYO	MX	1804554	N/A	43 - Brewery; service restaurants with beer brewed on the premises (facilities) restaurant
TOCAYO	MX	1804570	1722134	32 - Beers; wort, ginger beer, malt beer, hop extracts for brewing, mixtures (drinks) based on beer
TOCAYO	United States	86/977,747	4876096	32 - Beer
TOCAYO	United States	87/061,900		40 - Beer making and brewing services; 43 - Brewpub, restaurant featuring beer that is brewed on the premises
TOCAYO (and Design): 	MX	1804563	1779786	40 - Brewing and services brewery
TOCAYO (and Design): 	MX	1804566	N/A	43 - Brewery; service restaurants with beer brewed on the premises (facilities) restaurant.

Mark	Country	Application No.	Registration No.	Class and Goods/Services
TOCAYO (and Design): 	MX	1804568	1722133	32 - Beers; wort, ginger beer, malt beer, hop extracts for brewing, mixtures (drinks) based on beer.
TOCAYO (and Design): 	United States	86/978,262	4970631	32 - Beer
TOCAYO (and Design): 	United States	87/061,907	N/A	40 - Beer making and brewing services; 43 - Brewpub; restaurant featuring beer that is brewed on the premises
TOCAYO BREWING COMPANY (and Design): 	MX	1804557	1722132	32 - Beers; wort, ginger beer, malt beer, hop extracts for brewing, mixtures (drinks) based on beer.
TOCAYO BREWING COMPANY (and Design): 	MX	1804560	1779785	40 - Beer making and beer production services

Mark	Country	Application No.	Registration No.	Class and Goods/Services
TOCAYO BREWING COMPANY (and Design): 	MX	1804561	N/A	43 - Brewery; service restaurants with beer brewed on the premises (facilities) restaurant.
TOCAYO BREWING COMPANY (and Design): 	United States	86/978,844	5022675	32 - Beer
TOCAYO BREWING COMPANY (and Design): 	United States	87/061,903	N/A	40 - Beer making and brewing services; 43 - Brewpub; restaurant featuring beer that is brewed on the premises
UNCOMMON UNION	United States	87/637,105	N/A	50 - Flavored malt beverages