

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM466667

<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>
Under Armour, Inc.		03/08/2018	Corporation: MARYLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Canelo Espectaculos SA DE CV		
<b>Street Address:</b>	Manuel J Clouthier #1300, Col. Villa Del Tepeyac		
<b>City:</b>	Zapopan		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	CP 45058		
<b>Entity Type:</b>	Corporation: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4519331	CA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6192333256		
<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>	619-233-1818		
<b>Email:</b>	khstone@hotmail.com		
<b>Correspondent Name:</b>	Kenneth H. Stone		
<b>Address Line 1:</b>	225 Broadway, Suite 1720		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Kenneth H. Stone, Esq.		
<b>Address Line 1:</b>	225 Broadway, Suite 1720		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		
<b>NAME OF SUBMITTER:</b>	Kenneth H. Stone		
<b>SIGNATURE:</b>	/Kenneth H. Stone/		
<b>DATE SIGNED:</b>	03/22/2018		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** (this "Assignment"), is made by and between Under Armour, Inc., a Maryland corporation, having a place of business at 1020 Hull Street, Baltimore, MD 21213 USA ("Assignor") and Canelo Espectaculos SA DE CV, a sociedad anonima (sa de cv) organized under the laws of Mexico, having a place of business at Manuel J Clouthier #1300, Col. Villas Del Tepeyac, Zapopan, CP 45058, Jalisco MX ("Assignee"). The Assignor and Assignee may be referred to collectively as the "Parties," or separately as a "Party." This Assignment is effective as of the last day signed by either Party.

**WHEREAS**, the Assignor, has adopted, used, is using and is the owner of the trademark, U.S. trademark registration and all common law rights therein set forth in Exhibit A (the "Mark"); and

**WHEREAS**, Assignee desires to acquire all right, title, and interest in and to the Mark in perpetuity.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. **Assignment.** Assignor hereby irrevocably sells, assigns and transfers to Assignee, its successors and assigns, the entire right, title and interest, whether statutory or at common law, in and to the Mark, together with the goodwill symbolized by the Mark and the registration therefor together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain all damages and/or profits for past, present, or future infringement or other unauthorized use of the Mark, the intent hereof being to substitute the Assignee in the place of the Assignor. Assignee hereby accepts this Assignment.
2. **Documentation.** Assignor shall furnish the Assignee with all reasonably necessary information on and in connection with the Mark, which may be required to perfect title in the Mark in the Assignee.
3. **Representations and Warranties.** Assignor is the sole proprietor of all rights, title and interest in the Mark and has full authority to transfer the Mark. Assignor has not assigned or transferred the Mark or its registration to any person or entity prior to this Assignment including licenses for use. To the Assignor's best knowledge, there are no pending claims against the Mark or its use including existing liens, security interests, mortgage, or other encumbrances.
4. **Counterparts.** This Assignment may be executed in several counterparts, each of which shall be deemed an original and all of which shall constitute one and the same instrument, and shall become effective when counterparts have been signed by each of the Parties and delivered to the other Party.

**IN WITNESS WHEREOF**, the Parties have caused this Assignment to be signed and delivered by each Party's duly authorized representative.

TRADEMARK ASSIGNMENT

UNDER ARMOUR, INC.

By: Kelly L Williams  
Name

Title: Sr. Director, Managing Counsel, Trademarks

Date: March 8, 2018

CANELO ESPECTACULOS, S,A, DE C.V.

Omar Guillermo Orozco Barragan

By: [Signature]  
Name


Title: LEGAL REPRESENTATIVE

Date: February 22, 2018

TRADEMARK ASSIGNMENT

EXHIBIT A

TRADEMARK DETAILS

Trademark	Country	Registration No.	Goods	Class
CA - Logo 	USA	4519331	Athletic shirts; Bottoms; Footwear; Hats; Headwear; Hooded sweat shirts; Hooded sweatshirts; Long-sleeved shirts; Moisture-wicking sports shirts; Pants; Shirts; Short-sleeved shirts; Shorts; Socks; Sport shirts; Sports shirts; Sweat shirts; Sweatshirts; T-shirts; Tee shirts; Tops.	25