

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM472092

<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>
Modelo Brands Del Pacífico, S. de R.L. de C.V.		04/26/2018	Sociedad De Responsabilidad Limitada De Capital Variable: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cervecería Modelo de México, S. de R.L. de C.V.		
<b>Street Address:</b>	Javier Barros Sierra No. 555, Piso 3		
<b>Internal Address:</b>	Colonia Zedec Ed Plaza Santa Fe		
<b>City:</b>	Mexico City		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	CP01210		
<b>Entity Type:</b>	Sociedad De Responsabilidad Limitada De Capital Variable: MEXICO		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77870989	CERVECERIA DEL PACIFICO	
<b>Serial Number:</b>	74071659	CERVECERIA DEL PACIFICO, S.A. DE C.V. CE	
<b>Serial Number:</b>	77244688	LA CERVEZA DEL PACIFICO CERVEZA PACIFICO	
<b>Serial Number:</b>	77317242	MEXICO VIA PACIFICO	
<b>Serial Number:</b>	74071754	PACIFICO	
<b>Serial Number:</b>	76497182	PACIFICO	
<b>Serial Number:</b>	76497180	PACIFICO	
<b>Serial Number:</b>	76514146	PACIFICO CLARA	
<b>Serial Number:</b>	86192069	PACIFICO LIGHT	
<b>Serial Number:</b>	86840028		
<b>Serial Number:</b>	86840030	CERVEZA PACIFICO CLARA LA CERVEZA DEL PA	
<b>Serial Number:</b>	86979272	PACIFICO CLARA CERVEZA	
<b>Serial Number:</b>	87580160	CERVEZA OF THE SLOPES	
<b>Serial Number:</b>	86983693		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028576395		

OP \$365.00 77870989

**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.**

**Phone:** 2028576000  
**Email:** Todd.Hopkins@arentfox.com  
**Correspondent Name:** Ricardo Fischer  
**Address Line 1:** 1717 K Street, N.W.  
**Address Line 4:** Washington, D.C. 20006-5344

**ATTORNEY DOCKET NUMBER:** 039167.

**DOMESTIC REPRESENTATIVE**

**Name:** Ricardo Fischer  
**Address Line 1:** 1717 K Street, N.W.  
**Address Line 4:** Washington, D.C. 20006-5344

**NAME OF SUBMITTER:** Thorne Maginnis

**SIGNATURE:** /Thorne Maginnis/

**DATE SIGNED:** 05/01/2018

**Total Attachments: 2**

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## DEED OF ASSIGNMENT

The undersigned  
**Modelo Brands del Pacífico, S. de R.L. de C.V. (the « Assignor »)**

residing at :

Calzada Gabriel Leyva y Melchor Ocampo s/n, Col. Centro  
82000, Mazatlán, Sinaloa  
México

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 for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,

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 :

The undersigned  
**Cervecería Modelo de México, S. de R.L. de C.V. (the « Assignee »)**

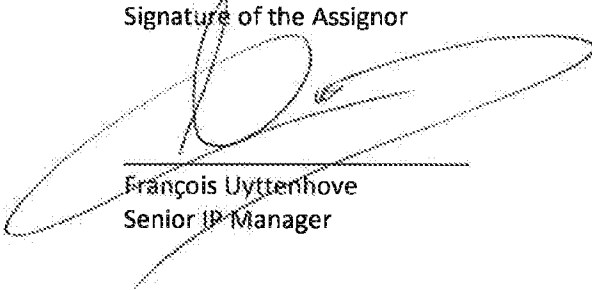
residing at :

Javier Barros Sierra No. 555, Piso 3,  
Colonia Zedec Ed Plaza Santa Fe,  
Delegación Álvaro Obregón  
C.P. 01210, Mexico City  
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.

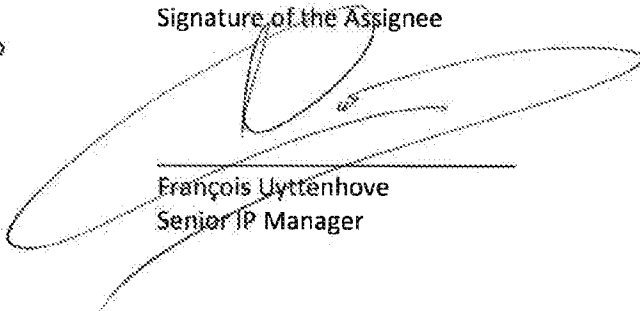
The Assignee also signs in recognition of acceptance of the said assignment.

Signature of the Assignor



\_\_\_\_\_  
François Uyttenhove  
Senior IP Manager

Signature of the Assignee



\_\_\_\_\_  
François Uyttenhove  
Senior IP Manager

Signed in Leuven, the 26<sup>th</sup> of April 2018

**Exhibit A - List of trademarks**

<u>Title</u>	<u>Application Date</u>	<u>Application No.</u>	<u>Registration Date</u>	<u>Registration No.</u>
CERVECERIA DEL PACIFICO	12/11/2009	77/870989	11/01/2011	3902726
CERVECERIA DEL PACIFICO, S.A. DE C.V. CERVEZA PACIFICO CLARA & D	22/06/1990	74/071659	14/01/1992	1671994
LA CERVEZA DEL PACIFICO CERVEZA PACIFICO CLARA & Design	1/08/2007	77/244688	17/03/2009	3589696
MEXICO VIA PACIFICO	30/10/2007	77/317242	29/07/2008	3475402
PACIFICO	22/06/1990	74/071754	20/10/1992	1726063
PACIFICO	14/03/2003	76/497182	21/09/2004	2885751
PACIFICO & design	14/03/2003	76/497180	13/07/2004	2862190
PACIFICO CLARA	12/05/2003	76514146	27/07/2004	2866272
PACIFICO LIGHT	12/02/2014	86192069	1/09/2015	4804845
Anchor in safe belt device (b/w)	4/12/2015	86/840028		
PACIFICO CLARA (can - in color)	4/12/2015	86/840030	31/10/2017	5324455
PACIFICO CLARA & device	20/03/2014	86/979272	12/07/2016	5000252
CERVEZA OF THE SLOPES	23/08/2017	87/580160		
Anchor in safe belt device (b/w)	4/12/2015	86/983693		