

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM479088

<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>
Cogent Entertainment Marketing LLC		06/18/2018	Limited Liability Company: NEW YORK
<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: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85273374	ELECTRIC BEACH PARTY	
<b>Serial Number:</b>	85615568	ELECTRIC BEACH	
<b>Serial Number:</b>	86145254	ELECTRIC BEACH	
<b>Serial Number:</b>	87432216	ELECTRIC BEACH	
<b>Serial Number:</b>	87588211	ELECTRIC BEACH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028576395		
<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>	202-857-6000		
<b>Email:</b>	Todd.Hopkins@arentfox.com		
<b>Correspondent Name:</b>	Ricardo Fischer		
<b>Address Line 1:</b>	1717 K Street, N.W.		
<b>Address Line 4:</b>	Washington, D.C. 20006-5344		
<b>ATTORNEY DOCKET NUMBER:</b>	039167.		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Ricardo Fischer		

OP \$140.00 85273374

<b>Address Line 1:</b>	1717 K Street, N.W.
<b>Address Line 4:</b>	Washington, D.C. 20006-5344
<b>NAME OF SUBMITTER:</b>	Thorne Maginnis
<b>SIGNATURE:</b>	/Thorne Maginnis/
<b>DATE SIGNED:</b>	06/22/2018
<b>Total Attachments: 2</b> source=ELECTRIC BEACH ASSIGNMENT#page1.tif source=ELECTRIC BEACH ASSIGNMENT#page2.tif	

**ASSIGNMENT OF TRADEMARKS**


WHEREAS, Cogent Entertainment Marketing LLC, a New York limited liability company with offices at 40 W. 23<sup>rd</sup> Street, 2<sup>nd</sup> Floor, New York, NY 10010 United States (“Assignor”), owns the trademarks, applications and registrations (the “Marks”) listed in the attached Schedule A; and

WHEREAS, Cervecería Modelo de México, S. de R.L. de C.V., a limited liability company of Mexico, with offices at Javier Barros Sierra 555, Piso 3, Col. Zedec Santa Fe, Del. Alvaro Obregón, C.P. 01210, Ciudad de Mexico, Mexico, is the successor to that portion of the business of Assignor to which the Marks pertain and which is existing and ongoing and desires to acquire the Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Marks, including all common law rights and the applications therefor, together with the goodwill of the business connected with the use of the Marks and symbolized thereby, and any and all accrued rights of action, royalties or damages for any past or existing infringement or misappropriation of any such rights, in the United States.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date set forth below and Assignee signs in recognition of acceptance of the Assignment.

**Cogent Entertainment Marketing LLC**  
**Assignor**

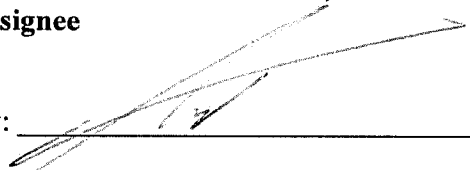
By:  \_\_\_\_\_

Name: Mark Zablow

Title: CEO

Date: 5/18/18

**Cervecería Modelo de México, S. de R.L. de C.V.**  
**Assignee**

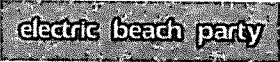

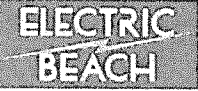
By:  \_\_\_\_\_

Name: FEDERICO BLENNO ICAZA

Title: IP & REGULATORY DIRECTOR

Date: 06/18/18

**ASSIGNMENT OF TRADEMARKS TO  
 MODELO MKT DE MÉXICO, S. DE R.L. DE C.V.  
 SCHEDULE A**

Title	Class(es)	App. Date	App. No.	Reg. Date	Reg. No.
ELECTRIC BEACH PARTY and design 	41	03/22/2011	85/273374	08/28/2012	4196728
ELECTRIC BEACH	41	05/03/2012	85/615568	12/18/2012	4261435
ELECTRIC BEACH	25	12/16/2013	86/145254	06/20/2017	5228417
ELECTRIC BEACH	24, 25	05/01/2017	87/432216		
ELECTRIC BEACH and design 	24, 25	08/29/2017	87/588211		
ELECTRIC BEACH and design 	41	08/29/2017	87/588354		

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