

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM472089

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Modelo Branding Del Trópico S. de R.L. de C.V.		04/26/2018	Sociedad De Responsabilidad Limitada De Capital Variable: MEXICO
RECEIVING PARTY DATA			
Name:	Cervecería Modelo de México, S. de R.L. de C.V.		
Street Address:	Javier Barros Sierra No. 555, Piso 3		
Internal Address:	Colonia Zedec Ed Plaza Santa Fe		
City:	Mexico City		
State/Country:	MEXICO		
Postal Code:	CP01210		
Entity Type:	Sociedad De Responsabilidad Limitada De Capital Variable: MEXICO		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	85459142	LEON	
Serial Number:	85459159	LEON	
Serial Number:	77123141	M MONTEJO · CERVEZA CLARA · COMPAÑÍA CER	
Serial Number:	85459177	LEON	
Serial Number:	86190661	MONTEJO	
Serial Number:	86622633	MONTEJO	
Serial Number:	86650332	SACBÉ	
Serial Number:	86650598	CARTA CLARA	
Serial Number:	86650484	CERVECERÍA YUCATECA	
Serial Number:	86670299	CM	
Serial Number:	86857798	LEON	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	2028576000		
Email:	Todd.Hopkins@arentfox.com		

OP \$290.00 85459142

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 Branding del Trópico, S. de R.L. de C.V. (the « Assignor »)

residing at :

Boulevard Antonino Fernández Rodríguez No. 1, Col. Ex Hacienda El Yucal,
68365, Tuxtepec Oaxaca
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 »)

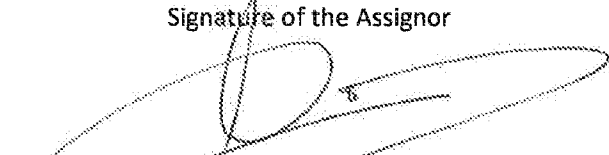
residing at :

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 26th 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>
LEON	28/10/2011	85459142	16/02/2016	4902093
LEON & Design	28/10/2011	85459159	19/01/2016	4889745
M MONTEJO CERVEZA CLARA COMPAÑÍA	6/03/2007	77/123141	29/07/2008	3474625
LEON & design	28/10/2011	85459177	19/01/2016	4889746
MONTEJO	11/02/2014	86190661	29/09/2015	4820534
MONTEJO	7/05/2015	86622633	22/09/2015	4820073
SACBÉ	3/06/2015	86650332		
CARTA CLARA	3/06/2015	86650598		
CERVECERÍA YUCATECA	3/06/2015	86650484	4/10/2016	5056416
CM (stylized)	22/06/2015	86670299	19/07/2016	5004781
LEON & design	22/12/2015	86857798		