

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM472093

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 Brands de Guadalajara, 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: 3			
Property Type	Number	Word Mark	
Serial Number:	86445910	ESTRELLA JALISCO	
Serial Number:	87085473	ESTRELLA JALISCO	
Serial Number:	87085412	CERVEZA TRADICIONAL CLARA DORADA ESTRELL	
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		
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		

OP \$90.00 86445910

NAME OF SUBMITTER:	Thorne Maginnis
SIGNATURE:	/Thorne Maginnis/
DATE SIGNED:	05/01/2018
Total Attachments: 2 source=2138_001#page1.tif source=2138_001#page2.tif	

DEED OF ASSIGNMENT

The undersigned

Modelo Brands de Guadalajara, S. de R.L. de C.V. (the « Assignor »)

residing at :

Av. Mariano Otero 663, Col. Del Fresno
44900, Guadalajara, Jalisco
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

Signature of the Assignee



François Uyttenhove
Senior IP Manager



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>
ESTRELLA JALISCO	5/11/2014	86445910	7/02/2017	5138006
Estrella Jalisco (logo)	27/06/2016	87085473		
Estrella Jalisco (label)	27/06/2016	87085412		