

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM495419

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|----------------------------------|---|-----------------------|-----------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| DIAMOND ROYALTY INVESTMENTS LLC | | 09/28/2018 | Limited Liability Company: MEXICO |
| RECEIVING PARTY DATA | | | |
| Name: | CEGO TEQUILANA 2017, S.A.P.I. DE C.V. | | |
| Street Address: | LOPEZ MATEOS SUR NO. 4321, A 41 COL. LA CALMA | | |
| City: | ZAPOAN, JALISCO | | |
| State/Country: | MEXICO | | |
| Postal Code: | 45070 | | |
| Entity Type: | Corporation: MEXICO | | |
| PROPERTY NUMBERS Total: 6 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86710925 | DON RAMO | |
| Registration Number: | 5043764 | DON RAMON | |
| Serial Number: | 78866370 | TEQUILA DON RAMON | |
| Registration Number: | 5025290 | | |
| Registration Number: | 5016012 | | |
| Registration Number: | 5096740 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| | <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: | 3336417173 | | |
| Email: | aapgw@yahoo.com.mx | | |
| Correspondent Name: | CEGO TEQUILANA 2017 | | |
| Address Line 1: | DEL MENHIR SUR 689 COL. ALTAMIRA | | |
| Address Line 4: | ZAPOAN, JALISCO, MEXICO 45160 | | |
| NAME OF SUBMITTER: | EDUARDO SÁNCHEZ CASTILLO | | |
| SIGNATURE: | /EDUARDO SÁNCHEZ/ | | |
| DATE SIGNED: | 10/25/2018 | | |

OP \$165.00 86710925

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Diamond Royalty Investments LLC, (the "Assignor") a legal entity under de law of the State of Delaware of the United States of America, with physical address 21750 Hardy Oak Blvd., Suite 102, San Antonio, Texas, 78258, and Cego Tequilana 2017, S.A.P.I. de C.V. (the "Assignee"), a legal entity of México, with physical address López Mateos Sur 4321 A 41 Col. La Calma, Zapopan, Jalisco México., C.P. 45070

AFOREGOING, on August 27, 2018, was presented at the USPTO (United States Patent and Trademark Office) a Trademark Assignment, in which we agreed to grant the corresponding 50% (fifty percent) of the right, title, interest in and to the Trademarks in the United States, to the Assignee. Based on that prior agreement, on this Assignment the Assignor desires to convey, transfer, assign, deliver and contribute to the Assignee, Cego Tequilana 2017, S.A.P.I. de C.V., the remaining 50% (fifty percent) of all of its right, title, and interest in and to the Trademark, so that they acquire the 100% total of the Trademark.

WHEREAS, Assignor is the owner of fifty per cent (50%) of all rights, title and interest in and to the following trademarks and the trademarks applications: application for "DON RAMO", serial No. 86710925; registered mark "DON RAMON", registration No. 5043764; application for "TEQUILA DON RAMON", serial No. 78866370 and registered mark "DESIGN ONLY", registration No. 5016012; together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire fifty per cent (50%) of all rights, title and interest in and to the following Trademarks and trademark applications: application for "DON RAMO", serial No. 86710925, applied for on July 31st, 2015; registered mark "DON RAMON" registration No. 5043764, applied for on July 2nd, 2015; application for "TEQUILA DON RAMON" serial No. 78866370, applied for on April 20th, 2006 and registered mark "DESIGN ONLY" registration No. 5016012, applied for on July 31st, 2015.

NOW, THEREFORE, in good faith, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below. Assignor hereby agree as set forth below. Assignor hereby sells, assigns, transfers and conveys to the Assignee the corresponding 50% (fifty percent) of the right, title, interest in and to the Trademarks in the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to complete the registration, the right to apply for Trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any prior right that may arise from the Trademarks), and to the products related with the Trademarks and for which they are applied for: all income, royalties, and damages hereafter due or payable in a 50% (fifty percent) to Assignor with respect to the Trademarks, including without limitation, damages and payments for the as of today infringements of the Trademarks; and all rights to sue for the as of today infringements of the Trademarks; as well as Assignor authorizes the USPTO (United States Patent and Trademark Office) to record the transfer of the following Trademarks and trademark applications: application for "DON RAMO" serial No. 86710925; registered mark "DON RAMON", registration No. 5043764; application for "TEQUILA DON RAMON", serial No. 78866370 and registered mark "DESIGN ONLY", registration No. 5016012 to the Assignee as assignee of Assignor's 50% (fifty percent) rights, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's 50% (fifty percent) ownership of the previously mentioned Trademarks. This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission; which transmission shall be deemed delivery of an originally executed document.

CAPACITY. - Both parts recognize the capacity to contract and be obligated to this assignment, and under no circumstance disown it or oppose to it, after the signing.


VICES OF CONSENT. - The contracting parts acknowledge that there was no intimidation, error or bad faith in the preparation and signing of this Contract.

FORASMUCH AS, both parts agree that any arrangement or legal act made before this assignment, except the one celebrated on August 27, 2018, will lack of legal validity.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date below written. Signed at Zapopan, Jalisco on September 28, 2018.

"ASSIGNOR"

/DIAMOND ROYALTY INVESTMENTS LLC/



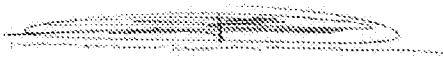
MR. EDUARDO SÁNCHEZ CASTILLO.

LEGAL REPRESENTATIVE OF DIAMOND ROYALTY INVESTMENTS LLC.

ADDRESS: 21750 HARDY OAK BLVD., SUITE 102 SAN ANTONIO
TEXAS, UNITED STATES, 78258.

"ASSIGNEE"

/CEGO TEQUILANA 2017, S.A.P.I. DE C.V./



MR. JOSÉ ELIEZER MÉNDEZ NAVARRO

ADDRESS: LOPEZ MATEOS SUR NO. 4321, A 41 COL. LA CALMA

ZAPOPAN, JALISCO. MÉXICO.

45070.