

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM565075

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Casa Tradición, S.A. de C.V.		02/28/2020	limited liability corporation: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Comerica Bank		
<b>Street Address:</b>	39200 Six Mile Road		
<b>Internal Address:</b>	MC 7578		
<b>City:</b>	Livonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48152		
<b>Entity Type:</b>	a Texas banking association: TEXAS		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4487009		
<b>Registration Number:</b>	4706166	LA PINTA	
<b>Registration Number:</b>	3403628	CLASE AZUL	
<b>Registration Number:</b>	3403627	LA PINTA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3134968454		
<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>	3134967912		
<b>Email:</b>	berger@millercafield.com		
<b>Correspondent Name:</b>	Kimberly A. Berger		
<b>Address Line 1:</b>	150 West Jefferson		
<b>Address Line 2:</b>	Suite 2500		
<b>Address Line 4:</b>	Detroit, MICHIGAN 48226		
<b>NAME OF SUBMITTER:</b>	Kimberly A. Berger		
<b>SIGNATURE:</b>	/Kimberly A. Berger/		
<b>DATE SIGNED:</b>	03/03/2020		
<b>Total Attachments: 1</b>			

CH \$115.00 4487009



**GRANT OF SECURITY INTEREST IN TRADEMARKS**

For valuable consideration, Casa Tradición S.A. de C.V., a limited liability corporation of variable capital duly organized and validly existing under the laws of the United Mexican States (“Grantor”) grants to Comerica Bank, a Texas banking association (“Secured Party”), located at 39200 Six Mile Road, MC 7578, Livonia, MI 48152, a security interest in all of Grantor’s present and future right, title and interest in and to the following trademarks registered with the United States Patent and Trademark Office:

Trademark	Serial No. or Registration No.
Design	4487009
LA PINTA	4706166
CLASE AZUL	3403628
LA PINTA	3403627

together with all licenses or other rights to use any of the trademarks and all license fees and royalties arising from such use, any and all claims for damages by way of past, present and future infringements of any of the trademarks, and all proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of the trademarks (collectively “Trademark Collateral”).

Grantor has granted the security interest under this instrument pursuant to the terms of an Intellectual Property Security Agreement dated February 28, 2020, as amended and/or supplemented (“Security Agreement”) made by Grantor and Secured Party for the purposes of security as provided in the Security Agreement. Grantor acknowledges and affirms that the rights, privileges and remedies of Secured Party with respect to the security interest in the Trademark Collateral granted in this instrument are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated in this instrument by this reference.

Executed and delivered as of February 28, 2020.

Address of Grantor:

Av. Adolfo Lopez Mateos Sur 7201  
San Agustin, Jalisco 45645


Grantor:

Casa Tradición S.A. de C.V., a limited liability corporation of variable capital duly organized and validly existing under the laws of the United Mexican States

By:

Name:

Title:

  
Juan Sánchez