

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621617

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vela J-26, S.A. de C.V.		10/07/2020	Corporation: MEXICO
RECEIVING PARTY DATA			
Name:	Cego Tequilana 2017, S.A.P.I. de C.V.		
Street Address:	Lopez Mateos Sur No. 4321 A 41		
Internal Address:	Col. La Calma		
City:	Zapopan, Jalisco		
State/Country:	MEXICO		
Postal Code:	45070		
Entity Type:	Corporation: MEXICO		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	5985689	RESERVA DE DON RAMÓN	
Registration Number:	5825319	CASA DON RAMÓN	
Registration Number:	5804289	DON RAMO NO. 1	
Registration Number:	5798912	DON RAMÓN 925	
Registration Number:	5811422	DON RAMÓN PLATA PLATINIUM	
Registration Number:	5818756	DON RAMÓN PLATINIUM BURDEOS	
Registration Number:	5804244	SAN RAMÓN	
Registration Number:	5818758	DON RAMÓN PLATINIUM Q.P.P.	
Registration Number:	5882493	DON RAMÓN PLATINIUM	
Registration Number:	5804159	DON RAMÓN PREMIUM	
Registration Number:	5804156	DON RAMÓN	
Registration Number:	6056154	CORTE DIAMANTE	
Registration Number:	5987536	DON RAMÓN PUNTA DIAMANTE	
Registration Number:	5818721	RAMONCITO	
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>			

OP \$365.00 5985689

TRADEMARK

Phone: 5043236600
Email: apacifici@iplawconsulting.com
Correspondent Name: Adriano Pacifici
Address Line 1: Suite 1400
Address Line 2: 400 Poydras Street
Address Line 4: New Orleans, LOUISIANA 70130

ATTORNEY DOCKET NUMBER:	00965
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NAME OF SUBMITTER:	Adriano Pacifici
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SIGNATURE:	/apacifici/
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DATE SIGNED:	01/21/2021
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Total Attachments: 5

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Vela J-26, S.A. de C.V. (the "Assignor"), a legal entity of México, with physical address Calzada de las Águilas No. 1004, Col. Ampliación las Águilas, C.P. 01759, Delegación Álvaro Obregon. Ciudad de México, México., and Cego Tequilana 2017, S.A.P.I. de C.V. (the "Assignee") a legal entity of México, with physical address López Mateos Sur No. 4321 A 41, C.P. 45070, Col. La Calma, Zapopan, Jalisco México.

WHEREAS Assignor is the owner of fifty percent (50%) of all rights, title and interest in and to the following trademarks: RESERVA DE DON RAMÓN, registration number 5985689, CASA DON RAMÓN, registration number 5825319, DON RAMO NO. 1, registration number 5804289, DON RAMÓN 925, registration number 5798912, DON RAMÓN PLATA PLATINIUM, registration number 5811422, DON RAMÓN PLATINIUM BURDEOS, registration number 5818756, SAN RAMÓN, registration number 5804244, DON RAMÓN PLATINIUM Q.P.P. registration number 5818758, DON RAMÓN PLATINUM, registration number 5882493, DON RAMÓN PREMIUM, registration number 5804159, DON RAMÓN, registration number 5804156, CORTE DIAMANTE, registration number 6056154, DON RAMÓN PUNTA DIAMANTE, registration number 5987536, RAMONCITO, registration number 5818721, together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS The Assignee desires to acquire fifty percent (50%) of all rights, title and interest in and to the following Trademarks: RESERVA DE DON RAMÓN, registration number 5985689, CASA DON RAMÓN, registration number 5825319, DON RAMO NO. 1, registration number 5804289, DON RAMÓN 925, registration number 5798912, DON RAMÓN PLATA PLATINIUM, registration number 5811422, DON RAMÓN PLATINIUM BURDEOS, registration number 5818756, SAN RAMÓN, registration number 5804244, DON RAMÓN PLATINIUM Q.P.P., registration number 5818758, DON RAMÓN PLATINUM, registration number 5882493, DON RAMÓN PREMIUM, registration number 5804159, DON RAMÓN, registration number 5804156, CORTE DIAMANTE, registration number 6056154, DON

RAMÓN PUNTA DIAMANTE, registration number 5987536, RAMONCITO, registration number 5818721.

WHEREAS Both the assignor and the assignee recognize and accept that before the signing of this contract they acted as co proprietaries of the 50% of the corresponding rights of the registers and trademark files submitted in the United States Patent and Trademark Office that are mentioned in this contract and according to their rights and obligations as co proprietaries at that time, they celebrated multiple contracts about the license of use and Co responsibility in favor of others, that is why both the assignor and the assignee compromise to respect each and every one of the agreements, terms and conditions mentioned in order to enforce them, whether they have been registered (Or not) United States Patent and Trademark Office. Therefore, we can understand that there was not any vices of consent in the contracts of license of use and co responsibility signed by both the assignor and the assignee before the signing of this contract.

Therefore, the assignor express that it is its will to grant its consent in favor of the assignee (Now owner of the 100% of the rights of the registered and submitted Trademarks mentioned in this contract), in order that all conceded licenses and co responsibility contracts maintain their legal effects.

In that sense, the assignor agrees that by any means will proceed to cancel the inscription of the License of use and Co responsibility contracts celebrated between the assignor and the assignee before the signing of this contract.

The assignor agrees that it could not plead in its favor the inexistence or nullity of the License of use and Co responsibility contracts due to that fact that there was no intimidation, error, bad faith or incapacity in the preparation and signing of those contracts.

WHEREAS The assignor recognizes, accepts and declares that it is its will that all contracts, agreements or any others celebrated before related to of the registers and trademark files submitted in the United States Patent and Trademark Office by any means will be declared null, nonexistent or cancelled, in a contrary way they will maintain their legal effects. The

only person authorized to make any changes will be the assignee as the owner of the 100% of the rights of the submitted and registered Trademarks mentioned in this contract.

Therefore, the assignor accepts that it could not plead in its favor the inexistence or nullity of all contracts and agreements due to that fact that there was no intimidation, error, bad faith or incapacity in the preparation and signing of those contracts and agreements.

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: RESERVA DE DON RAMÓN, registration number 5985689, CASA DON RAMÓN, registration number 5825319, DON RAMO NO. 1, registration number 5804289, DON RAMÓN 925, registration number 5798912, DON RAMÓN PLATA PLATINIUM, registration number 5811422, DON RAMÓN PLATINIUM BURDEOS, registration number 5818756, SAN RAMÓN, registration number 5804244, DON RAMÓN PLATINIUM Q.P.P., registration number 5818758, DON RAMÓN PLATINIUM, registration number 5882493, DON RAMÓN PREMIUM, registration number 5804159, DON RAMÓN, registration number 5804156, CORTE DIAMANTE, registration number 6056154, DON RAMÓN PUNTA DIAMANTE, registration number 5987536, RAMONCITO, registration number 5818721; 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.

IN WITNESS WHEREOF, the parties here to have executed this Trademark Assignment Agreement as of the date below written. Signed at Zapopan, Jalisco on October 7, 2020.

ASSIGNOR

/VELA J-26, S.A. DE C.V./

MR. CARLOS ALBERTO BARRERA BERNAL

ADDRESS: CALZADA DE LAS AGUILAS NO. 1004, COL. AMPLIACIÓN LAS AGUILAS
DELEGACIÓN ALVARO OBREGÓN, CIUDAD DE MÉXICO, MÉXICO.

P.C. 01759.

ASSIGNEE

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

MR. JOSÉ ARTURO RAMÍREZ REYNOSO.

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

P.C. 45070.