

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM651527

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JORGE LUIS RODRIGUEZ-MUÑOZ		05/12/2021	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	Destileria La Experiencia SA De CV		
Street Address:	KM 175.5 Carrterera Irapuato		
Internal Address:	Guadalajara Predio Ojo De Agua		
City:	Tototlan Jalisco		
State/Country:	MEXICO		
Postal Code:	47779		
Entity Type:	Corporation: MEXICO		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	88826391	NOPALITO	
Serial Number:	88826317	VAQUETON	
Serial Number:	88821234	TESORO LA EXPERIENCIA	
Serial Number:	88820710	REY MAR	
Serial Number:	88882430	CALIDAD Y EXCELENCIA	
Serial Number:	88820729	1972	
Serial Number:	88882459	CALIDAD Y EXCELENCIA. HACEN LA DIFERENCI	
Serial Number:	88826302	REY TEQUILERO	
Serial Number:	88826305	ESBELTO	
Serial Number:	88826352	EL APACHE	
Serial Number:	88826381	OXIGEN	
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:	9179333895		
Email:	alichy@lichylaw.com		
Correspondent Name:	Abraham Lichy		

OP \$290.00 88826391

Address Line 1: 222 East 68th Street
Address Line 4: New York, NEW YORK 10065

NAME OF SUBMITTER: Danit Halberstein

SIGNATURE: /Danit Halberstein/

DATE SIGNED: 06/03/2021

Total Attachments: 22

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Assignment of Trademark

THIS AGREEMENT, MADE AS OF THIS 12 DAYS OF MAY, 2021 BY AND BETWEEN JORGE LUIS RODRIGUEZ MUÑIZ ADDRESS LOPEZ PORTILLO 11B ZAPOPAN MEXICO 45236 ("HEREINAFTER ASSIGNOR"), AND DESTILERIA LA EXPERIENCIA SA DE CV, ADDRESS KM 175.5 CARRTETERA IRAPUATO GUADALAJARA PREDIO OJO DE AGUA 47779 TOTOTLAN JALISCO MEXICO ("HEREINAFTER ASSIGNEE")

LEGAL BASIS Assignment of Marks

Assignability of Marks in Applications and Registrations

Extract from 15 U.S.C. §1060(a). A registered mark or a mark for which an application to register has been filed shall be assignable with the good will of the business in which the mark is used, or with that part of the good will of the business connected with the use of and symbolized by the mark. Notwithstanding the preceding sentence, no application to register a mark under section 1(b) shall be assignable prior to the filing of an amendment under section 1(c) to bring the application into conformity with section 1(a) or the filing of the verified statement of use under section 1(d), except for an assignment to a successor to the business of the applicant, or portion thereof, to which the mark pertains, if that business is ongoing and existing. In any assignment authorized by this section, it shall not be necessary to include the good will of the business connected with the use of and symbolized by any other mark used in the business or by the name or style under which the business is conducted. Assignments shall be by instruments in writing duly executed....

Extract from 37 C.F.R. §3.1. *** Assignment means a transfer by a party of all or part of its right, title and interest in a patent or patent application, or a transfer of its entire right, title and interest in a registered mark or a mark for which an application to register has been filed

WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88826381, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88826381	OXIGEN	33

WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.
3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.
4. - This Agreement shall not be altered or modified without the written consent of the parties.

In testimony whereof the parties have hereunto set its hand on the date below.
MADE AS OF THIS 12 DAYS OF MAY, 2021.

ASSIGNOR



JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.

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Extract from 37 C.F.R. §3.1. *** Assignment means a transfer by a party of all or part of its right, title and interest in a patent or patent application, or a transfer of its entire right, title and interest in a registered mark or a mark for which an application to register has been filed

WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88820710, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88820710	REY MAR.	33

WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.
3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.
4. - This Agreement shall not be altered or modified without the written consent of the parties.

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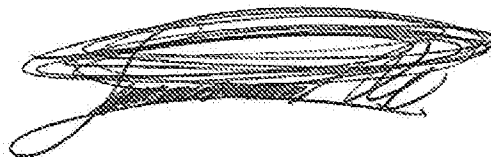
ASSIGNOR



JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.

Assignment of Trademark

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Extract from 37 C.F.R. §3.1. *** Assignment means a transfer by a party of all or part of its right, title and interest in a patent or patent application, or a transfer of its entire right, title and interest in a registered mark or a mark for which an application to register has been filed

WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88821234, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88821234	TESORO LA EXPERIENCIA.	33


WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.
3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.
4. - This Agreement shall not be altered or modified without the written consent of the parties.

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ASSIGNOR



JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.

Assignment of Trademark

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WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88826317, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88826317	VAQUETON.	33


WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.
3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.
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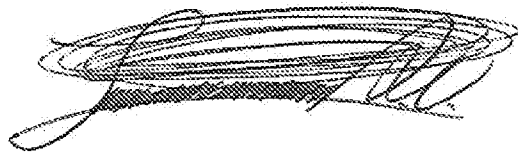
ASSIGNOR



JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.

Assignment of Trademark

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LEGAL BASIS Assignment of Marks

Assignability of Marks in Applications and Registrations

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WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88882430, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88882430	CALIDAD Y EXCELENCIA.	33

WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.
3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.
4. - This Agreement shall not be altered or modified without the written consent of the parties.

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ASSIGNOR


JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.


LORENZO MIGUEL SANCHEZ VELAZCO.

Assignment of Trademark

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WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88826302, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88826302	REY TEQUILERO	33

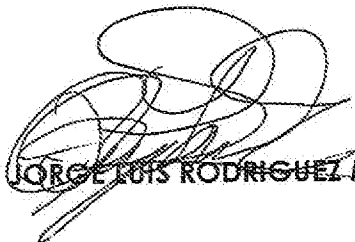
WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.
3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.
4. - This Agreement shall not be altered or modified without the written consent of the parties.

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ASSIGNOR



JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.

Assignment of Trademark

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WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88826352, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88826352	EL APACHE	33

WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

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LEGAL BASIS Assignment of Marks

Assignability of Marks in Applications and Registrations

Extract from 15 U.S.C. §1060(a). A registered mark or a mark for which an application to register has been filed shall be assignable with the good will of the business in which the mark is used, or with that part of the good will of the business connected with the use of and symbolized by the mark. Notwithstanding the preceding sentence, no application to register a mark under section 1(b) shall be assignable prior to the filing of an amendment under section 1(c) to bring the application into conformity with section 1(a) or the filing of the verified statement of use under section 1(d), except for an assignment to a successor to the business of the applicant, or portion thereof, to which the mark pertains, if that business is ongoing and existing. In any assignment authorized by this section, it shall not be necessary to include the good will of the business connected with the use of and symbolized by any other mark used in the business or by the name or style under which the business is conducted. Assignments shall be by instruments in writing duly executed....

Extract from 37 C.F.R. §3.1. *** Assignment means a transfer by a party of all or part of its right, title and interest in a patent or patent application, or a transfer of its entire right, title and interest in a registered mark or a mark for which an application to register has been filed

WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88820729, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88820729	1972.	33

WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.

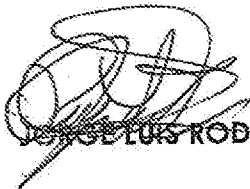
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.

3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.

4. - This Agreement shall not be altered or modified without the written consent of the parties.

In testimony whereof the parties have hereunto set its hand on the date below.
MADE AS OF THIS 12 DAYS OF MAY, 2021.


ASSIGNOR



JOSE LUIS RODRIGUEZ MUÑOZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.

TRADEMARK

REEL: 007315 FRAME: 0213

Assignment of Trademark

THIS AGREEMENT, MADE AS OF THIS 12 DAYS OF MAY, 2021 BY AND BETWEEN JORGE LUIS RODRIGUEZ MUÑIZ ADDRESS LOPEZ PORTILLO 11B ZAPOPAN MEXICO 45236 ("HEREINAFTER ASSIGNOR"), AND DESTILERIA LA EXPERIENCIA SA DE CV, ADDRESS KM 175.5 CARRTERA IRAPUATO GUADALAJARA PREDIO OJO DE AGUA 47779 TOTOTLAN JALISCO MEXICO ("HEREINAFTER ASSIGNEE")

LEGAL BASIS Assignment of Marks

Assignability of Marks in Applications and Registrations

Extract from 15 U.S.C. §1060(a). A registered mark or a mark for which an application to register has been filed shall be assignable with the good will of the business in which the mark is used, or with that part of the good will of the business connected with the use of and symbolized by the mark. Notwithstanding the preceding sentence, no application to register a mark under section 1(b) shall be assignable prior to the filing of an amendment under section 1(c) to bring the application into conformity with section 1(a) or the filing of the verified statement of use under section 1(d), except for an assignment to a successor to the business of the applicant, or portion thereof, to which the mark pertains, if that business is ongoing and existing. In any assignment authorized by this section, it shall not be necessary to include the good will of the business connected with the use of and symbolized by any other mark used in the business or by the name or style under which the business is conducted. Assignments shall be by instruments in writing duly executed....

Extract from 37 C.F.R. §3.1. *** Assignment means a transfer by a party of all or part of its right, title and interest in a patent or patent application, or a transfer of its entire right, title and interest in a registered mark or a mark for which an application to register has been filed.

WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88882459, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88882459	CALIDAD Y EXCELENCIA HACEN LA DIFERENCIA.	33

WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.
3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.
4. - This Agreement shall not be altered or modified without the written consent of the parties.

In testimony whereof the parties have hereunto set its hand on the date below.
MADE AS OF THIS 12 DAYS OF MAY, 2021.

ASSIGNOR



JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.

Assignment of Trademark

THIS AGREEMENT, MADE AS OF THIS 12 DAYS OF MAY, 2021 BY AND BETWEEN JORGE LUIS RODRIGUEZ MUÑIZ ADDRESS LOPEZ PORTILLO 11B ZAPOPAN MEXICO 45236 ("HEREINAFTER ASSIGNOR"), AND DESTILERIA LA EXPERIENCIA SA DE CV, ADDRESS KM 175.5 CARRTETERA IRAPUATO GUADALAJARA PREDIO OJO DE AGUA 47779 TOTOTLAN JALISCO MEXICO ("HEREINAFTER ASSIGNEE")

LEGAL BASIS Assignment of Marks

Assignability of Marks in Applications and Registrations

Extract from 15 U.S.C. §1060(a). A registered mark or a mark for which an application to register has been filed shall be assignable with the good will of the business in which the mark is used, or with that part of the good will of the business connected with the use of and symbolized by the mark. Notwithstanding the preceding sentence, no application to register a mark under section 1(b) shall be assignable prior to the filing of an amendment under section 1(c) to bring the application into conformity with section 1(a) or the filing of the verified statement of use under section 1(d), except for an assignment to a successor to the business of the applicant, or portion thereof, to which the mark pertains, if that business is ongoing and existing. In any assignment authorized by this section, it shall not be necessary to include the good will of the business connected with the use of and symbolized by any other mark used in the business or by the name or style under which the business is conducted. Assignments shall be by instruments in writing duly executed....

Extract from 37 C.F.R. §3.1. *** Assignment means a transfer by a party of all or part of its right, title and interest in a patent or patent application, or a transfer of its entire right, title and interest in a registered mark or a mark for which an application to register has been filed

WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88826305, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademark registration.

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88826305	ESBELTO	33

WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademark registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.

2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.

3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.

4. - This Agreement shall not be altered or modified without the written consent of the parties.

In testimony whereof the parties have hereunto set its hand on the date below.
MADE AS OF THIS 12 DAYS OF MAY, 2021.

ASSIGNOR



JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.

Assignment of Trademark

THIS AGREEMENT, MADE AS OF THIS 12 DAYS OF MAY, 2021 BY AND BETWEEN JORGE LUIS RODRIGUEZ MUÑIZ ADDRESS LOPEZ PORTILLO 11B ZAPOPAN MEXICO 45236 ("HEREINAFTER ASSIGNOR"), AND DESTILERIA LA EXPERIENCIA SA DE CV, ADDRESS KM 175.5 CARRTERA IRAPUATO GUADALAJARA PREDIO OJO DE AGUA 47779 TOTOTLAN JALISCO MEXICO ("HEREINAFTER ASSIGNEE")

LEGAL BASIS Assignment of Marks

Assignability of Marks in Applications and Registrations

Extract from 15 U.S.C. §1060(a). A registered mark or a mark for which an application to register has been filed shall be assignable with the good will of the business in which the mark is used, or with that part of the good will of the business connected with the use of and symbolized by the mark. Notwithstanding the preceding sentence, no application to register a mark under section 1(b) shall be assignable prior to the filing of an amendment under section 1(c) to bring the application into conformity with section 1(a) or the filing of the verified statement of use under section 1(d), except for an assignment to a successor to the business of the applicant, or portion thereof, to which the mark pertains, if that business is ongoing and existing. In any assignment authorized by this section, it shall not be necessary to include the good will of the business connected with the use of and symbolized by any other mark used in the business or by the name or style under which the business is conducted. Assignments shall be by instruments in writing duly executed....

Extract from 37 C.F.R. §3.1. *** Assignment means a transfer by a party of all or part of its right, title and interest in a patent or patent application, or a transfer of its entire right, title and interest in a registered mark or a mark for which an application to register has been filed

WITNESSETH

WHEREAS, Assignor is the OWNER inter alia APPLICATION number 88826391, in international Class 033 for TEQUILA.

WHEREAS, Assignee recognizes and acknowledge that the Trademark Registration is in force in the Patent & Trademark Office in Washington DC.

WHEREAS, Assignor hereby sells, assigns, transfers, and sets Trademarks registration

APPLICATION NUMBER	TRADEMARK	TRADEMARK
88826391	NOPALITO.	33

WHEREAS Assignor's right, title is interest in and to the hereinabove mentioned trademarks registration.

NOW THEREFORE, in consideration of the premises and the terms and conditions hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. - Assignor hereby further Sells, assigns, transfers, and sets over unto Assignee, the above registration in United States of America of assignor's entire right, title and interest in and to said trademark.
2. - Assignor further conveys to Assignees the above Trademark of all priority rights resulting from the above-identified trademark.
3. - Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, at Assignees expense, as Assignee may require to enable Assignee to perfect Assignee's interest, and to acquire, hold, enforce, convey, and uphold the validity of said trademark registration and reissues and extensions thereof, and Assignee's interest therein.
4. - This Agreement shall not be altered or modified without the written consent of the parties.

In testimony whereof the parties have hereunto set its hand on the date below.
MADE AS OF THIS 12 DAYS OF MAY, 2021.

ASSIGNOR



JORGE LUIS RODRIGUEZ MUÑIZ.

ASSIGNEE

DESTILERIA LA EXPERIENCIA SA DE CV.



LORENZO MIGUEL SANCHEZ VELAZCO.