

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM670477

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Impulsora de Marcas e Intangibles, S.A. de C.V.		08/13/2021	Corporation: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tipp Distributors, Inc.		
<b>Doing Business As:</b>	Novamex		
<b>Street Address:</b>	500 W. Overland		
<b>Internal Address:</b>	Ste. 300		
<b>City:</b>	El Paso		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	79901		
<b>Entity Type:</b>	Corporation: TEXAS		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3153318	SIDRAL MUNDET	
<b>Registration Number:</b>	3401755	SIDRAL MUNDET	
<b>Registration Number:</b>	5204550	SIDRAL MUNDET	
<b>Registration Number:</b>	5221934	SIDRAL MUNDET	
<b>Registration Number:</b>	5244583	SIDRAL MUNDET	
<b>Registration Number:</b>	5968405	SIDRAL MUNDET SINCE 1902 ORIGINAL MEXICA	
<b>Registration Number:</b>	5968408	SIDRAL LIGHT MUNDET SINCE 1902	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2125215450		
<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>	212-521-5432		
<b>Email:</b>	mpikser@reedsmith.com		
<b>Correspondent Name:</b>	Meredith D. Pikser, Reed Smith LLP		
<b>Address Line 1:</b>	599 Lexington Avenue		
<b>Address Line 2:</b>	22nd Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10022		

OP \$190.00 3153318

<b>NAME OF SUBMITTER:</b>	Meredith D. Pikser
<b>SIGNATURE:</b>	/Meredith D. Pikser/
<b>DATE SIGNED:</b>	08/26/2021
<b>Total Attachments: 8</b> source=ALPHA -Short Form Assignment (Execution)#page1.tif source=ALPHA -Short Form Assignment (Execution)#page2.tif source=ALPHA -Short Form Assignment (Execution)#page3.tif source=ALPHA -Short Form Assignment (Execution)#page4.tif source=ALPHA -Short Form Assignment (Execution)#page5.tif source=ALPHA -Short Form Assignment (Execution)#page6.tif source=ALPHA -Short Form Assignment (Execution)#page7.tif source=ALPHA -Short Form Assignment (Execution)#page8.tif	

SHORT FORM ASSIGNMENT

This Assignment (“*Assignment*”), dated as of August 13, 2021 is made by and between Impulsora de Marcas e Intangibles, S.A. de C.V., a Mexican corporation (“*Assignor*”), and Tipp Distributors, Inc. d/b/a Novamex, a Texas corporation (“*Assignee*”).

WHEREAS, Assignor has agreed to assign and Assignee is desirous of acquiring the Assigned Rights (as defined herein), in accordance with that certain Intellectual Property Assignment Agreement entered into by the parties (the “*Main Agreement*”).

NOW THEREFORE, for good and valuable consideration as provided under the Main Agreement, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby assumes, all of Assignor’s right, title and interest in and to (i) the trademark/trade name “Sidral Mundet” in the United States of America, together with all common law rights related thereto as well as all applications and registrations related thereto, all as set forth on Schedule 1 attached hereto; (ii) all copyrights, copyrightable interests, trade dress, bottle and similar designs associated with the “Sidral Mundet” brand in the United States of America (as now exists or as may be modified by Assignee); (iii) the formulae, knowhow, trade secrets, methods or processes, recipes, quality control procedures and specifications as the foregoing relates to the manufacture and production in Mexico or the U.S. of the Sidral Mundet beverages (as now exists or as may be modified by Assignee) ; and (iv) the whole of the goodwill of the business in the United States of America associated with or symbolized by the foregoing, (collectively, the “*Assigned Rights*”).


2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and similar governmental and registration authorities to record and register this Assignment upon request by Assignee. Following the date hereof, Assignor shall take such reasonable and necessary steps and actions, and provide such reasonable and necessary cooperation and assistance to Assignee and its successor, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, exhibits, assignments, or other documents, as may be reasonably necessary to effect, evidence or perfect the assignment of the Assigned Rights to Assignee, or any assignee or successor thereto as contemplated by this Assignment.

3. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Short Form Assignment as of the date first written above.

ASSIGNOR:

IMPULSORA DE MARCAS E INTANGIBLES, S.A. DE C.V.

By:   
Name: Alejandro Gil Ortiz  
Title: Attorney-in-fact

ASSIGNEE:

TIPP DISTRIBUTORS, INC. D/B/A NOVAMEX

By: \_\_\_\_\_  
Name: Luis Fernandez  
Title: CEO

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Short Form Assignment as of the date first written above.

ASSIGNOR:

IMPULSORA DE MARCAS E INTANGIBLES, S.A. DE C.V.


By: \_\_\_\_\_

Name: Mariana Icaza Rode

Title: Attorney-in-fact

ASSIGNEE:

TIPP DISTRIBUTORS, INC. D/B/A NOVAMEX

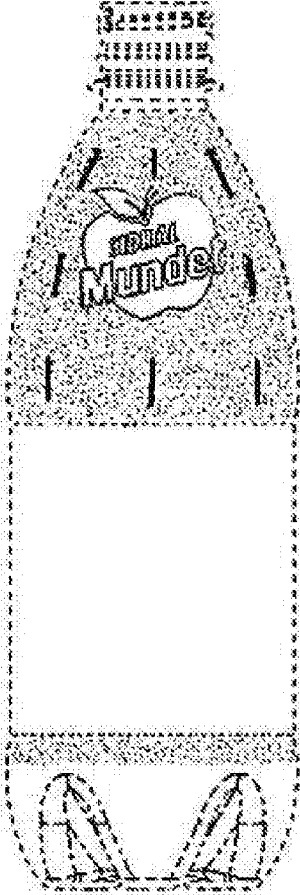
By:  \_\_\_\_\_


Name: Luis Fernandez


Title: CEO

Schedule 1

Formal Applications and Registrations for Assigned Rights


Mark	U.S. Registration No.
SIDRAL MUNDET	3,153,318
	3,401,755

Mark	U.S. Registration No.
 The logo consists of a black silhouette of an apple with a stem and two leaves. The word "SIDRAL" is written in a bold, white, sans-serif font across the upper part of the apple. Below it, the word "Mundet" is written in a larger, white, stylized font with a slight shadow effect, also following the curve of the apple.	5,204,550

Mark	U.S. Registration No.
	5,221,934

Schedule 1



Mark	U.S. Registration No.
	5,244,583

Mark	U.S. Registration No.
	5,968,405
	5,968,408