

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM703516

<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>
Union de Cervecerias Peruanas Backus y Johnston S.A.A.		06/01/2017	Corporation: PERU
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Backus Marcas Y Patentes S. A. C.		
<b>Street Address:</b>	Avenida Nicolás Ayllón 3986		
<b>City:</b>	Lima		
<b>State/Country:</b>	PERU		
<b>Entity Type:</b>	Corporation: PERU		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4780928	CRISTAL IMPORTED CERVEZA BEER FROM THE A	
<b>Registration Number:</b>	1675260	CRISTAL	
<b>Registration Number:</b>	2135330	CRISTAL	
<b>Registration Number:</b>	3171032	CUSQUEÑA	
<b>Registration Number:</b>	6089657	CUSQUEÑA CERVEZA PREMIUM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	andrew.dupree@quarles.com		
<b>Correspondent Name:</b>	Andrew Dupree		
<b>Address Line 1:</b>	411 East Wisconsin Avenue, Suite 2400		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Nicole M. Murray		
<b>Address Line 1:</b>	300 N. LaSalle Street, Suite 4000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60654-3406		
<b>NAME OF SUBMITTER:</b>	Andrew Dupree		
<b>SIGNATURE:</b>	/Andrew Dupree/		

CH \$140.00 4780928

<b>DATE SIGNED:</b>	01/20/2022
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**Total Attachments: 4**

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**CONFIRMATORY TRADEMARK ASSIGNMENT**

This Confirmatory Trademark Assignment (the "Assignment") is made by Union de Cervecerias Peruanas Backus y Johnston S.A.A., a corporation organized under the laws of Peru and with a principal place of business at Avenida Nicolás Ayllón 3986, District of Ate, Province and Department of Lima, Peru ("Assignor"), for the benefit of Backus Marcas Y Patentes S. A. C., a corporation organized under the laws of Peru with a principal place of business at Avenida Nicolás Ayllón 3986, District of Ate, Province and Department of Lima, Peru ("Assignee").

WHEREAS, Assignor is the owner of certain trademark and trademark-related rights, including without limitation the registrations and applications listed on the attached Confirmatory Schedule of Trademark (the "Trademarks");

WHEREAS, Assignee desires to acquire from Assignor the Trademark and the goodwill of the business in connection with which the Trademark is used;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to sell, assign, and transfer to Assignee, its successors and assigns, and does hereby sell, assign, and transfer to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the Trademark and the goodwill of the business symbolized by the Trademark, plus all claims and demands, if any, including all claims and demands for past infringement, that Assignor may have in connection with the Trademark arising before and as of the date of this Assignment.

This Assignment is made pursuant to that certain Intellectual Property License Agreement effective as of June 01, 2017, by and between Assignor and Assignee (the "Agreement"). To the extent there is any conflict between the terms of this Assignment and the Agreement, the terms of the Agreement shall prevail and control.

In witness whereof, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the effective date of the Agreement.

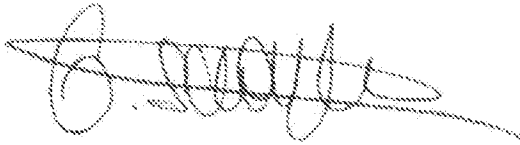
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Signatures and Schedule Follow.

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UNION de CERVECERIAS BACKUS y JOHNSTON - Assignor

By: Geraldine Abigail Schanks García

Title: Representative – Legal Manager

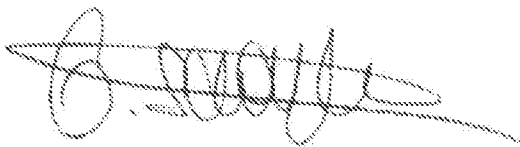


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BACKUS MARCAS Y PATENTES S.A.C. - Assignee

By: Geraldine Abigail Schanks García

Title: Representative



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