

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM706483

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Walden-Hays, Inc.		08/13/2021	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Cervezas Cuauhtémoc Moctezuma, S.A. de C.V.		
Street Address:	Avenida Alfonso Reyes 2202 Norte		
Internal Address:	Colonia Bella Vista		
City:	Monterrey, Nueva Leon		
State/Country:	MEXICO		
Postal Code:	64410		
Entity Type:	sociedad anonima de capital variable: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5324337	ALTA BREWING COMPANY	
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:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	Allison Strickland Ricketts		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	151 West 42nd Street, 17th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	CRVZ 2110232		
NAME OF SUBMITTER:	Anca Nicolescu		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	02/03/2022		
Total Attachments: 1			
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CH \$40.00 5324337

ASSIGNMENT

WHEREAS, Walden-Hays, Inc. a corporation organized under the laws of New York, with an address at P.O. Box 1514, New York, New York 10276 ("**Assignor**") is the owner of the US Registration No. 5324337 for ALTA BREWING COMPANY registered in the U.S. Patent and Trademark Office; and

WHEREAS, Cervezas Cuauhtémoc Moctezuma, S.A. de C.V., Sociedad Anónima de Capital Variable organized and existing under the laws of Mexico, with an address at Avenida Alfonso Reyes 2202 Norte, Colonia Bella Vista, Monterrey, Nuevo León, Mexico 64410 ("**Assignee**"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark and the Registration, together with the goodwill of the business symbolized by the Trademark and the Registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

Walden-Hays, Inc.

Signed: _____

Name: _____

Title: _____

Dated: _____

[Handwritten Signature]
[Handwritten Name: Anthony Jamborich]
[Handwritten Title: VICE PRESIDENT]
[Handwritten Date: 8.13.2021]