

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM775977

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mr. Robert A. Contreras		12/12/2022	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Becle, S.A.B. de C.V.		
Street Address:	Guillermo Gonzalez Camarena 800		
Internal Address:	Col. Zedec Santa Fe, Delegacion Alvaro Obregon		
City:	Mexico City		
State/Country:	MEXICO		
Postal Code:	0121		
Entity Type:	Corporation: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6136492	ARCHANGEL	
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:	3322588400		
Email:	erica.halstead@wbd-us.com		
Correspondent Name:	Erica Halstead		
Address Line 1:	950 Third Ave.		
Address Line 2:	Suite 2400		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	115797.02420		
DOMESTIC REPRESENTATIVE			
Name:	Erica Halstead		
Address Line 1:	950 Third Ave.		
Address Line 2:	Suite 2400		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Erica Halstead		

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SIGNATURE:	/erh/
DATE SIGNED:	12/22/2022
Total Attachments: 2 source=ARCHANGEL redacted#page1.tif source=ARCHANGEL redacted#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Robert A. Contreras, an individual citizen of the United States, having an address of 512 Sandy Way, Benicia, California 94510 (hereinafter the "Assignor"), is the owner of U.S. Registration No. 6136492 for the mark **ARCHANGEL** covering *vodka* in Class 33 (hereinafter the "Trademark");

WHEREAS, Becele, S.A.B. de C.V., a corporation of Mexico, having an address of Guillermo Gonzalez Camarena 800, Col. Zedec Santa Fe, Delegacion Alvaro Obregon, Mexico City, Mexico C.P. 0121, is desirous of acquiring the right, title and interest in and to the Trademark and the registration thereof.

WHEREAS, Assignor and Assignee may be referred to in this Assignment individually as a "Party" and/or collectively as the "Parties"; and

NOW, THEREFORE, in consideration of the foregoing premises, the mutual promises and covenants hereinafter set forth, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound thereby, the Parties agree as follows:

1. Assignor represents and warrants that it is the owner of the Trademark and that it has the authority to assign the Trademark. Assignor further represents and warrants that there are no adverse claims or liens against the Trademark.

2. Assignor hereby sells, conveys, transfers, assigns and delivers to Assignee all right, title and interest in, to and under the Trademark, including U.S. Reg. No. 6136492, together with all common law rights and the goodwill associated therewith, as well as the right to sue for, and recover for, any past infringements thereof, to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had no sale and assignment of the Trademark been made.

3. Assignor agrees to execute such further documents as may be necessary and/or reasonably required by Assignee to secure and enforce the rights granted to Assignee under this Assignment.

6. As of the Effective Date (as defined below), Assignor agrees to cease all use of, and to never use nor seek to register, the trademark **ARCHANGEL**, nor any mark confusingly

similar thereto, in any jurisdiction worldwide. This includes use on products and services, on the internet, in advertising and marketing materials, and on social media.


7. This Assignment shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns.

8. This Assignment may be executed in counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same agreement and shall be effective as of the date of the last signature below (the "Effective Date"), it being understood that both Parties need not sign the same counterpart. This Assignment may be executed by facsimile or electronically transmitted signatures, and such signatures shall be deemed to bind each of the Parties as if they were original signatures.

9. Any amendment to this Assignment will not be effective unless in writing and signed by both Parties.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized officers as of the Effective Date.

ROBERT A. CONTRERAS



Signature


Robert Contreras, owner.

Printed Name and Title

12-12-22

Date

BECLE, S.A.B. DE C.V.



Signature

JULIANNE ABELMAN; Authorized Signatory

Printed Name and Title

December 12, 2022

Date