

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM832035

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DON SEBASTIANI & SONS INTERNATIONAL WINENEGOCIANTS		08/14/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DESTILADORA DEL VALLE DE TEQUILA SA DE CV		
Street Address:	Carretera Internacional #102		
Internal Address:	Colonia Santa Cruz de Los Espinos		
City:	Tequila, Jalisco C.P.		
State/Country:	MEXICO		
Postal Code:	46403		
Entity Type:	Sociedad Anonima: MEXICO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5201312	EL MACHO	
Registration Number:	5083125	EL FUMADOR	
CORRESPONDENCE DATA			
Fax Number:	5612957355		
<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:	5612957325		
Email:	frank@fjcp LLC.com		
Correspondent Name:	Francis John Ciaramella, Esquire		
Address Line 1:	110 Front Street, Suite 300		
Address Line 4:	Jupiter, FLORIDA 33477		
NAME OF SUBMITTER:	Francis John Ciaramella, Esquire		
SIGNATURE:	/Francis John Ciaramella/		
DATE SIGNED:	08/15/2023		
Total Attachments: 3			
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OP \$65.00 5201312

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, DON SEBASTIANI & SONS INTERNATIONAL WINENEGOCIANTS (“Assignor”), a California corporation with a principal address located at PO Box 1248, Sonoma, CA 95476, has adopted and used in its business the trademark EL MACHO, which is registered in the United States Patent and Trademark Office under Registration No. 5,201,312, dated May 9, 2017, for “*Distilled Spirits*” in International Class 033; and

WHEREAS, DESTILADORA DEL VALLE DE TEQUILA SA DE CV (“Assignee”), a Mexico Sociedad Anonima with a principal address located Carretera Internacional #102, Colonia Santa Cruz de Los Espinos, Tequila, Jalisco C.P. MEXICO 46403, is desirous of acquiring EL MACHO mark and the registration thereof for use with “*Distilled Spirits*”; and

WHEREAS, Assignor has adopted and used in its business the trademark EL FUMADOR, which was previously registered in the United State Patent and Trademark Office under Registration No. 5,083,125, dated November 15, 2016, for “*Alcoholic beverages except beers*” in International Class 033; and

WHEREAS, Assignee is desirous of acquiring EL FUMADOR mark and the registration thereof for use with “*Alcoholic beverages except beers*”; and

WHEREAS, Assignor wishes to assign all right, title and interest in and to EL MACHO and EL FUMADOR Marks and the goodwill associated therewith in exchange for satisfaction of warehouse fees owed to Assignee by Assignor, and Assignee desires to accept EL MACHO and EL FUMADOR Marks and the goodwill associated therewith in accordance with and subject to the terms and conditions of this Assignment; and

WHEREAS, Assignee will also be taking possession and ownership from Assignor of the inventory of goods listed in Exhibit A attached hereto in exchange for satisfaction of warehouse fees owed to Assignee by Assignor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor DON SEBASTIANI & SONS INTERNATIONAL WINENEGOCIANTS of California does hereby sell and assign unto Assignee DESTILADORA

DEL VALLE DE TEQUILA SA DE CV of Mexico, all right, title and interest in and to the trademarks EL MACHO and EL FUMADOR including all associated common-law rights, as well as U.S. Trademark Registration Nos. 5,201,312 (EL MACHO) and 5,083,125 (EL FUMADOR), together with the goodwill of the business symbolized by the trademarks and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, Assignor DON SEBASTIANI & SONS INTERNATIONAL WINENEGOCIANTS has caused this instrument to be executed as of the _____ day of 8/14/2023 _____, 2023.

For Assignor: DON SEBASTIANI & SONS INTERNATIONAL WINENEGOCIANTS

DocuSigned by:
Omar Percich
3FA2982098B44A8...

Signature
omar Percich

Name (Printed)
8/14/2023

Date

For Assignee: DESTILADORA DEL VALLE DE TEQUILA SA DE CV

DocuSigned by:
Jose Villanueva
29A8D676A9E04AE

Signature
Jose Villanueva

Name (Printed)
8/15/2023

Date

Exhibit A – Inventory of Goods to be Transferred to Assignee by Assignor

- Glass Bottles El Macho, 750ml: 45,270 pzs (73 pallets)