

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM846208

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cavazul S.A. de C.V.		09/08/2023	Sociedad Anonima: MEXICO
RECEIVING PARTY DATA			
Name:	Casa Azul Spirits, LLC		
Street Address:	630 Clinton Place		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6172197	CASAZUL TEQUILA	
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:	7032436333		
Email:	culver@mwzb.com		
Correspondent Name:	Michael Culver		
Address Line 1:	2200 Clarendon Blvd.		
Address Line 2:	Suit 1400		
Address Line 4:	Arlington, VIRGINIA 22201		
ATTORNEY DOCKET NUMBER:	Casazul		
NAME OF SUBMITTER:	Michael Culver		
SIGNATURE:	/michaelculver/		
DATE SIGNED:	10/16/2023		
Total Attachments: 3			
source=U.S. trademark assignment#page1.tif			
source=U.S. trademark assignment#page2.tif			
source=U.S. trademark assignment#page3.tif			

OP \$40.00 6172197

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement ("Agreement") is made as of September 8, 2023 ("Effective Date") between CAVAZUL S.A. de C.V., a sociedad anonima de capital variable organized under the laws of Mexico ("Assignor"), with an address in JUAN PALOMAR Y ARIAS 567, IN.54, COLONIA MONRAZ, 44670, GUADALAJARA JALISCO and CASA AZUL SPIRITS, LLC, a Delaware limited liability company, with its principal offices at 630 Clinton Place, Beverly Hills, California 90210 United States of America ("Assignee"). The Assignor has the following trademarks, trademark registrations and pending applications set forth in Schedule A (collectively the "Trademarks").

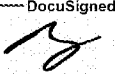
Assignor and Assignee entered into that Trademark Purchase Agreement as of the Effective Date, whereby Assignee acquired all rights, title and interest in Trademarks, and Assignor and Assignee now wish to memorialize that acquisition of the Trademarks;

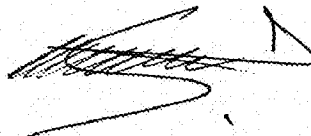
Therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment. Assignor hereby sells, assigns, sets over and transfers unto Assignee, its successors, legal representatives or assigns, the entire right, title and interest in and to the Trademarks, including all goodwill associated therewith; in and to any other trademarks and trademark applications which claim priority from the Trademarks listed in Exhibit A, including but not limited to all counterparts, equivalents, extensions, renewals, reinstatements and restorations of said Trademarks; all of the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, legal representatives or assigns, for the full terms for which the Trademark has been or will be granted.
2. Further Actions. Assignor hereby agrees, upon request of Assignee, and without further remuneration, to promptly provide Assignee with any reasonable assistance relating to perfecting the transfer of all of the rights conveyed herein and vesting of full and complete title in Assignee, and relating to enforcing and defending those rights, including but not limited to executing any and all papers for those purposes, and testifying on Assignee's behalf about this Agreement.
3. Severability. If any provision of this Agreement or the applications thereof are held to be invalid, void or unenforceable for any reason, the remaining provisions not so declared will be construed so as to comply with the law, and will nevertheless continue in full force and effect without being impaired in any manner whatsoever.
4. Binding Effect. This Agreement shall apply to, be binding in all respects upon, and inure to the benefit of Assignor and Assignee and their respective legal representatives, successors and assigns.
5. Electronic Signature. Any facsimile or electronic copy hereof or signature hereon shall, for all purposes, be deemed an original.

[The remainder of this page has been intentionally left blank.]

DocuSigned by:


A8771808E1CA44C...



IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the date first written above by their respective officers thereunto duly authorized.

ASSIGNOR:

CAVAZUL S.A. de C.V.


By: 

Name: Guillermo Fco. Jordan

Title: C.E.O.

ASSIGNEE:

CASA AZUL SPIRITS, LLC

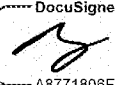
By: 
A8774930E16A44C

Name: Bryan Crowley

Title: CEO

Schedule A

Jurisdiction/ Country	Mark	Class/Goods/Services	Ser. No.	Current Basis	App. Date	Reg. No.	Reg. Date
United States of America	CASAZUL <small>TM & ®</small>	33: Distilled blue agave liquor	87619060	44E	Sep. 22, 2017	6172197	Oct. 13, 2020
Hong Kong	CASAZUL <small>TM & ®</small>	33: alcoholic beverages including beer	[TBD]	N/A	March. 16, 2021	305563251	[TBD]

DocuSigned by:

A6771806E1CA44C...

