

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

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SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900807978		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TEQUILA SAN MATIAS DE JALISCO, S.A. DE C.V.		10/31/2019	Corporation:
RECEIVING PARTY DATA			
Name:	DESTILADORA BONANZA, S.A. DE C.V.		
Street Address:	5555 Av. Acueducto		
Internal Address:	House 65		
City:	Colonia Real de Parque		
State/Country:	MEXICO		
Postal Code:	45110		
Entity Type:	Corporation: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1037627	MEXICALI	
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>			
Email:	brandon@uslawpros.com		
Correspondent Name:	Brandon James Leavitt		
Address Line 1:	4204 SW Green Oaks Blvd. Suite 140		
Address Line 4:	Arlington, TEXAS 76017		
NAME OF SUBMITTER:	Brandon James Leavitt		
SIGNATURE:	/Brandon Leavitt/		
DATE SIGNED:	10/24/2023		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

This trademark assignment agreement, hereinafter referred to as "this agreement", is entered into as of the 31 day of October, 2019, by and between:

TEQUILA SAN MATÍAS DE JALISCO, S.A. DE C.V., a corporation organized and existing under the laws of Mexico, hereinafter referred to as "the Assignor", duly represented by Mrs. Carmen Alicia Villareal Treviño, located at 2612 Calle Circunvalación Agustín Yañez, Colonia Arcos Vallarta, ZIP code 44130, in the city of Guadalajara, Jalisco, México; and

DESTILADORA BONANZA, S.A. DE C.V., a corporation organized and existing under the laws of Mexico, hereinafter referred to as "the Assignee", duly represented by Mr. Juan Pablo Lopez Villareal, Esq., located at 5555, House 65, Av. Acueducto, Colonia Real del Parque, ZIP code 45110, Zapopan, Jalisco, Mexico, hereinafter referred to, collectively, as "the Parties".

WHEREAS, the Assignor is the proprietor and beneficial owner of the trademark registration, hereon "the Trademark", in the territory of the United States of America of which the particulars are set forth as follows:

<u>WORD MARK</u>	<u>CLASS</u>	<u>REGISTRATION NO.</u>	<u>SERIAL NUMBER</u>
MEXICALI	IC 033. G & S	1037627	73032260

NOW THEREFORE, the Parties hereto agree as follows:

1. For and in consideration of the sum of \$1.00 US dollar (one US dollar only) paid by the Assignee to the Assignor (the receipt of which is hereby acknowledged), the Assignor does hereby assign to the Assignee all rights, title and interests derived from and in connection with the Trademark in the Territory.
2. The Assignor represents and warrants that it is the sole proprietor of all rights, title and interests derived from and in connection with the Trademark in Territory, and that the assignment of the Trademark from the Assignor to the Assignee shall not cause any infringement of industrial property rights of any third party in the Territory.

The Trademark is assigned in their present legal status, which is known to the Assignor. To the Assignor's best knowledge, there are no parties who are using the Trademark, own registrations or pending applications for registration of the Trademark and there are no pending cases before the court or national authorities, which may adversely affect the Trademark. The Assignor does not take any further guarantee.

3. The parties hereby agree that in case the Trademark rights had been previously assigned or transmitted to a third party whether within the territory of its application or abroad, by virtue of this Agreement, said Trademark rights will likewise be assigned to the Assignee.

4. In the event of any possible infringement of the Trademark rights, the Assignor will be obliged to notify the Assignee with the objective to prevent said infringement from happening.

5. In order to fulfill his obligation, the Assignor is hereby obliged to submit this Agreement to the United States Patent and Trademark Office to obtain its registration as required by the laws of the Territory. The Assignee is also obliged to cooperate with the Assignor with regard to the registration or any additional event related to this agreement that may require its intervention.

6. This Agreement and all amendments, modifications, alterations or supplements hereto, shall be approved by the Parties before entering into this agreement as any further amendments or modifications will have no legal effect on this Agreement, unless approved by the parties.

7. Any amendments, modifications, alternations or supplements to this Agreement shall be made in writing to be legally effective.

8. Any dispute, controversy or claim arising out of or relating to this Agreement, or breach, termination of invalidity hereof shall be settled in accordance with the applicable Mexican laws and shall submit themselves exclusively to the jurisdiction of the courts of Guadalajara, Jalisco, Mexico, waiving any other jurisdiction that by virtue of their address may be subject to.

9. Each Party acknowledges that it has read this Agreement, understands it and agrees to be bound hereby, and represents and warrants that the individual executing this Agreement on its behalf is duly authorized to enter into this Agreement.

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed on their behalf by their duly authorized officers and representative on this 31 day of October, 2019.

On behalf of the Assignor



Carmen Alicia Villarreal Treviño

On behalf of the Assignee



Juan Pablo López Villareal