

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM861865

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CERVEZA MINERVA, S.A. DE C.V.		10/25/2023	SOCIEDAD ANONIMA DE CAPITAL VARIABLE (S.A. DE C.V.): MEXICO
RECEIVING PARTY DATA			
Name:	MÉXICO LINDO Y QUERIDO BRANDS, S.A. DE C.V.		
Street Address:	Colonia Colinas de San Javier		
Internal Address:	Avenida Acueducto #2100, oficina 2DB		
City:	GUADALAJARA, JALISCO		
State/Country:	MEXICO		
Postal Code:	44660		
Entity Type:	sociedad anonima (sa de cv): MEXICO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3536523	CERVEZA MINERVA GUADALAJARA, JALISCO COR	
Registration Number:	5384025	CERVEZA MINERVA	
Registration Number:	5301663	MINERVA	
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:	504-323-6600		
Email:	apacifici@iplawconsulting.com		
Correspondent Name:	Adriano Pacifici		
Address Line 1:	400 Poydras Street, Suite 1400		
Address Line 2:	Intellectual Property Consulting, LLC		
Address Line 4:	New Orleans, LOUISIANA 70130		
ATTORNEY DOCKET NUMBER:	01050		
NAME OF SUBMITTER:	Adriano Pacifici		
SIGNATURE:	/APacifici/		
DATE SIGNED:	12/18/2023		

OP \$90.00 3536523

Total Attachments: 2

source=Assigment MINERVA trademarks - USPTO#page1.tif

source=Assigment MINERVA trademarks - USPTO#page2.tif

INTELLECTUAL PROPERTY ASSIGNMENT

(Recordable)

This Recordable Intellectual Property Assignment Agreement ("Agreement"), effective as of the last of the execution dates below (the "Effective Date"), is made by and between **CERVEZA MINERVA, S.A. DE C.V.**, ("Assignor"), a Mexican corporation duly incorporated under the laws of Mexico and having a place of business at Periferico Sur #4250, Colonia Los Periodistas, 45078, Zapopan, Jalisco, Mexico, and **MÉXICO LINDO Y QUERIDO BRANDS, S.A. DE C.V.**, a Mexican corporation duly incorporated under the laws of Mexico with a principal business address of Avenida Acueducto #2100, oficina 2DB, Colonia Colinas de San Javier, 44660, Guadalajara, Jalisco, Mexico ("Assignee").

For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties to this Agreement, intending to be legally bound, agree as follows:

I. Assignment. Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:

- (a) The trademarks, service marks, names, tradenames, logos, slogans, design rights, and other similar designations of source or origin pertaining to U.S. Trademark Registration listed below, together with the goodwill symbolized by any of the foregoing (the "Assigned Trademarks");

Mark	Class	Registration number
<p>CERVEZA MINERVA GUADALAJARA, JALISCO CORVEXA FINA MEXICANA GUADALAJARA MÉXICO ELABORADA EN LA FÁBRICA DE CERVECERIA MINERVA, S.A.</p>  <p><small>Minerva Beer, S.A. de C.V. Calle de la Industria 45078 Zapopan, Jalisco, México CERVEZA MINERVA, S.A.</small></p>	32	3536523
<p>CERVEZA MINERVA</p> 	32	5384025
<p>MINERVA</p>	32	5301663

and

(b) All rights of any kind whatsoever of Assignor accruing under the Assigned Trademarks under the applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world, including any and all rights to sue and collect damages, royalties, or payments for past, present, and future infringement, misappropriation, or other violation of the Assigned Trademarks.

2. **Recordation.** The parties authorize the Commissioner for Trademarks and any other similar authority anywhere in the world to record and register this Agreement upon request of either party.

3. **Successors and Assigns.** This Agreement shall be binding upon and shall inure to the benefit of the parties and their respective successors and assigns.

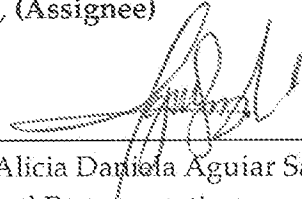
IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed as of the day and year first written above.

CERVEZA MINERVA, S.A. DE C.V. (Assignor)



By: _____
Name: Michel Barbosa Duvignau
Title: Legal Representative
Date: October 25, 2023

MÉXICO LINDO Y QUERIDO BRANDS, S.A.
DE C.V., (Assignee)



By: _____
Name: Alicia Daniela Aguiar Sánchez
Title: Legal Representative
Date: October 25, 2023