

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New World Brands, Inc.		10/20/2004	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	Tequilas Las Siete Marcas
Street Address:	475 Col. Americana
Internal Address:	Guadalajara
City:	Jalisco
State/Country:	MEXICO
Entity Type:	CORPORATION: MEXICO

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78492887	DON ALEJANDRO

CORRESPONDENCE DATA	
Fax Number:	(312)521-2875
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-521-2775
Email:	asacharoff@muchshelist.com
Correspondent Name:	Much Shelist Freed Denenberg Ament & Rub
Address Line 1:	191 N Wacker Drive Suite 1800
Address Line 4:	Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	0003035.0019
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DOMESTIC REPRESENTATIVE	
Name:	Adam K Sacharoff
Address Line 1:	191 N. Wacker Drive, Suite 1800
Address Line 2:	Much Shelist
Address Line 4:	Chicago, ILLINOIS 60606

CH \$40.00 78492887

NAME OF SUBMITTER:

Adam K Sacharoff

Total Attachments: 1

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Assignment of Trademarks

New World Brands, Inc., whose principal place of business is 2019 SW 20th St., Ste. 109, Fort Lauderdale, FL, United States, 33315, holds title to the Trademark

United States Trademark DON ALEJANDRO

Serial No.: 78/492,987

Tequilas Las Siete Marcas, whose principal place of business is Venezuela 475 Col. Americana, Guadalajara, Jalisco, Mexico desires to obtain title and any and all interest New World Brands, Inc. has to said trademark as well as the portion of the business associated with the mark.

Therefore, for the sum of \$1.00 plus other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged,

New World Brands, Inc. hereby assigns to Tequilas Las Siete Marcas, its legal representatives, successors and assignees, its entire right, title and interest in said trademark properties and the goodwill represented thereby, including the right to claim priority, as fully and completely as the same would have been held by New World Brands, Inc. had this Assignment not been made.

AND for the same consideration, Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of said mark and said application without charge to Assignor but at the cost and expense of Assignee.

New World Brands, Inc.

Tequilas Las Siete Marcas

BY *Costas P. Ataliotis*
Costas P. Ataliotis

BY *Renaldo Suarez*
Renaldo Suarez

Name: COSTAS P. ATALIOTIS

Name: REYNALDO SUAREZ

Title: PRESIDENT & CEO

Title: PRESIDENT

Date: OCT 20/04

Date: OCT 20/04