# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	02/02/2005

# **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
New World Brands, Inc.		02/02/2005	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

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

312-521-2775 Phone:

asacharoff@muchshelist.com Email:

Correspondent Name: Much Shelist

Address Line 1: 191 N Wacker Drive, Suite 1800 Address Line 4: Chicago, ILLINOIS 60606

# DOMESTIC REPRESENTATIVE

Name:

Address Line 1: Address Line 2: Address Line 3:

> **TRADEMARK** REEL: 003023 FRAME: 0441

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Address Line 4:		
NAME OF SUBMITTER:	Adam K Sacharoff	
Signature:	/aks/	
Date:	02/02/2005	
Total Attachments: 1 source=Assignment#page1.tif		

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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.: 78/492,887

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 and business 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 Assigner 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.	requiras Las Siete Marcas
BY Sold Margon	BY John Laghy
Name: COSTAS P. ATALIOTIS	Marne: JAVIER C. OLIVA AGUAYO
Title: PRESIDENT & CEO	Title:
Date: FEB 205	Date: FEB 2/05

TRADEMARK REEL: 003023 FRAME: 0443