

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cervezas Cuauhtemoc Moctezuma, S.A. de C.V.		09/28/2009	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	CF Monterrey, S.A. de C.V.		
Street Address:	Av. Revolucion 1846-B		
Internal Address:	Col. Jardin Espanol		
City:	Monterrey, Nuevo Leon		
State/Country:	MEXICO		
Postal Code:	64820		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3333593	M	
Registration Number:	3333592	R12	
Registration Number:	3338246	RAYADOS	
Registration Number:	3539283	DOCE	
CORRESPONDENCE DATA			
Fax Number:	(312)578-6666		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-578-6689		
Email:	scott.petersen@hklaw.com		
Correspondent Name:	Scott W. Petersen		
Address Line 1:	131 South Dearborn St., 30th Floor		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	119527.00002		

OP \$115.00 3333593

DOMESTIC REPRESENTATIVE

Name: Scott W. Petersen c/o Holland & Knight
Address Line 1: 131 South Dearborn St., 30th Floor
Address Line 4: Chicago, ILLINOIS 60603

NAME OF SUBMITTER:	Scott W. Petersen
Signature:	/Scott W. Petersen/
Date:	10/01/2009

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Cervezas Cuauhtémoc Moctezuma, S.A. de C.V., a Corporation of Mexico, having an address of Avenida Alfonso Reyes 2202 Nte., Monterrey, Nuevo Leon 64442, Mexico, having secured United States trademark registrations as follows:

<u>Trademark</u>	<u>U.S. Registration No.</u>	<u>Registered</u>
M & Design	3,333,593	November 13, 2007
R12 & Design	3,333,592	November 13, 2007
RAYADOS & Design	3,338,246	November 20, 2007
DOCE & Design	3,539,283	December 2, 2008


AND WHEREAS, CF Monterrey, S.A. de C.V., a Corporation of Mexico, having an address of Av. Revolución 1846-B, Col. Jardín Español, Monterrey, Nuevo León 64820, Mexico, is desirous of acquiring the rights of Cervezas Cuauhtémoc Moctezuma, S.A. de C.V. in said trademarks, and the good will of the business associated therewith and the part of the business with which the trademarks will be used.

NOW, THEREFORE, for the good and valuable consideration of \$1.00 (One Dollar) the receipt and sufficiency of which is hereby acknowledged and confessed, Cervezas Cuauhtémoc Moctezuma, S.A. de C.V. does hereby sell, assign, transfer and set over unto CF Monterrey, S.A. de C.V. its entire right, title, and interest in and to said trademarks thereof, together with the goodwill of the business in connection with which the trademarks have been and is being used, all rights to continue said registrations, all common law rights associated therewith, together with the right to bring and maintain actions based on the trademarks.

IN WITNESS WHEREOF, Cervezas Cuauhtémoc Moctezuma, S.A. de C.V. has caused this Assignment to be executed on this 28th day of september, 2009.

[SIGNATURE ON FOLLOWING PAGE]

ASSIGNOR:



Authorized Signature of
Cervezas Cuauhtémoc Moctezuma, S.A. de C.V.

LIC. LÁZARO A. DANÉS AMADOR
Legal Representative

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