

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM334205

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ELEMENTS SPIRITS, INC.		03/05/2015	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CERVECERIA MEXICANA, S. DE R.L. DE C.V.		
<b>Street Address:</b>	Col. Industrial		
<b>Internal Address:</b>	Blvd. Morelos No. 750-B		
<b>City:</b>	Tecate, B.C.		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	C.P.21430		
<b>Entity Type:</b>	CORPORATION: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3926787	DAY OF THE DEAD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9499551921		
<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>			
<b>Phone:</b>	9499551920		
<b>Email:</b>	KOS_Docketing@koslaw.com		
<b>Correspondent Name:</b>	KLEIN, O'NEILL & SINGH, LLP		
<b>Address Line 1:</b>	18200 Von Karman Avenue		
<b>Address Line 2:</b>	Suite 725		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92612		
<b>ATTORNEY DOCKET NUMBER:</b>	1093-023.000		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Klein, O'Neill & Singh, LLP		
<b>Address Line 1:</b>	18200 Von Karman Avenue		
<b>Address Line 2:</b>	Suite 725		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92612		
<b>NAME OF SUBMITTER:</b>	Howard J. Klein		

OP \$40.00 3926787

<b>SIGNATURE:</b>	/HJK/
<b>DATE SIGNED:</b>	03/05/2015
<b>Total Attachments: 1</b> source=1093-023.000--Assgn#page1.tif	

**ASSIGNMENT**

This ASSIGNMENT is made from ELEMENTS SPIRITS, INC., a California corporation having a place of business at 4101 Whiteside Street, Los Angeles, California 90063, USA ("Assignor"), to CERVECERIA MEXICANA, S. DE R.L. DE C.V., a Mexico corporation having a principal place of business at Col. Industrial, Blvd. Morelos No. 750-B, Tecate, B.C. C.P.21430, Mexico ("Assignee").

Assignor assigns all rights, title and interest of every kind, nature or description in and to the following listed trademark(s) (hereinafter collectively "the Marks"), all of the goodwill pertaining thereto, all rights to use or register the Marks, or collect royalties for the licensing thereof, and all claims for infringement thereof (hereinafter "All Rights in the Marks"). Assignor and Assignee wish for Assignee to acquire All Rights in the Marks.

	Mark	Country	Registration Number	Registration Date
1	DAY OF THE DEAD	US	3926787	March 1, 2011

For good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee All Rights in the Marks. The rights of Assignee at common law and/or to the end of the term or terms of which registration of the Marks may be granted are to be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; including all claims for royalties for licensing of the Mark and damages by reason of past infringement(s) of the Marks, with the right to sue for and collect the same for its own use and benefit, for the use, benefit and on behalf of its successors, assigns and other legal representatives.

In Witness Hereof, Assignor has executed this Assignment effective as of the date set forth below.

Elements Spirits, Inc.  
Assignor

By: 

Name: Delia E. Rodriguez

Title: CEO

Date: Mar. 5, 2015