

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Patron Spirits Mexico, S.A. de C.V.	10/22/2012
RECEIVING PARTY DATA	
Name:	Patron Spirits International AG
Street Address:	Quaistrasse 11
City:	Schaffhausen
State/Country:	SWITZERLAND
Postal Code:	8200
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29443784
CORRESPONDENCE DATA	
Fax Number:	3102030567
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	310-203-8080
Email:	patentdocket@jmbm.com
Correspondent Name:	Bernard R. Gans
Address Line 1:	Jeffer Mangels Butler & Mitchell LLP
Address Line 2:	1900 Avenue of the Stars, 7th Floor
Address Line 4:	Los Angeles, CALIFORNIA 90067
ATTORNEY DOCKET NUMBER:	57062-5009
NAME OF SUBMITTER:	Bernard R. Gans
Total Attachments: 12 source=Intellectual Property Assignment - Gran Patron Piedra bottle - complete signatures#page1.tif source=Intellectual Property Assignment - Gran Patron Piedra bottle - complete signatures#page2.tif source=Intellectual Property Assignment - Gran Patron Piedra bottle - complete signatures#page3.tif source=Intellectual Property Assignment - Gran Patron Piedra bottle - complete signatures#page4.tif	

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source=Intellectual Property Assignment - Gran Patron Piedra bottle - complete signatures#page12.tif

INTELLECTUAL PROPERTY ASSIGNMENT

This Agreement effective as of October 22, 2012, is made and entered into by and between:

- (1) **Michael Kramer**
Gral Agustín Millán #10
San Andrés Atoto, Naucalpan,
Edo Mex. 53500

a citizen of Switzerland (hereinafter "KRAMER")

- (2) **Nouvel Studio S.A. de C.V.**
Gral Agustín Millán #10
San Andrés Atoto, Naucalpan,
Edo Mex. 53500

a Mexico company (hereinafter "NOUVEL")

- (3) **Patron Spirits México, S.A. de C.V.**
Mariano Otero # 1245 B-111
Col Rinconada del Bosque, 44530
Guadalajara, Jalisco Mexico

a Mexico company (hereinafter "PSM")

- (4) **Patrón Spirits International AG**
Quaistrasse 11, 8200
Schaffhausen, Switzerland

a Switzerland aktiengesellschaft (hereinafter "PSI")

KRAMER, NOUVEL, PSM, and PSI are, at times, individually referred to in this Assignment as a "Party" and are, at times, collectively referred to in this Assignment as the "Parties."

WHEREAS, KRAMER is an employee of and chief executive operating officer of NOUVEL.

WHEREAS, NOUVEL and PSM entered into a contract in 2009 (the "CONTRACT") regarding the design and manufacture of glass bottles, including glass bottles for alcoholic beverages ("PSM Designs").

WHEREAS the CONTRACT obligates NOUVEL to assign all rights to a PSM Design to PSM, including all patent rights, trademark rights and copyrights.

WHEREAS, KRAMER designed a bottle known as the Piedra bottle (the PIEDRA BOTTLE) pursuant to the CONTRACT illustrations of the BOTTLE are attached.

WHEREAS, PSM is a subsidiary of PSI.

1. KRAMER'S ASSIGNMENT TO NOUVEL

Now, therefore, in consideration, of the amount of \$50.00 (fifty pesos) Mexican Cy. and other valuable consideration of non-patrimonial nature paid by NOUVEL to KRAMER, KRAMER agrees to and does hereby assign and transfer to NOUVEL the invention of the PIEDRA BOTTLE, and the entire worldwide rights, title and interest in the PIEDRA BOTTLE, including all patent rights, any related patent priority rights, and other related rights without any exception, trademark rights and copyright rights (all hereinafter the IP RIGHTS).

When and if requested, KRAMER obliges himself to sign any and all documents that in the future may be required by NOUVEL, PSM or PSI to comply with any and all formalities that may be required by law to successfully assign and complete the assignment of the IP RIGHTS.

Furthermore, KRAMER shall maintain PSM and PSI safe and harmless from any claim of any nature that PSM or PSI receives from any party arguing an intellectual property rights violation for the use of the PIEDRA BOTTLE.

In the event that PSM or PSI incurs an intellectual property rights violation with the use of the PIEDRA BOTTLE, KRAMER will indemnify without limits PSI or PSM for any and all damages resulting from said violation.

2. NOUVEL'S ASSIGNMENT TO PSM

Further, in consideration of the CONTRACT and its obligations thereunder, NOUVEL assigns and transfers all of the IP RIGHTS to PSM.

When and if requested, NOUVEL obliges itself to sign any and all documents that in the future may be required by PSM or PSI to comply with any and all formalities that may be required by law to successfully assign and complete the assignment of the IP RIGHTS.

Furthermore, NOUVEL shall maintain PSM and PSI safe and harmless from any claim of any nature that PSM or PSI receives from any party arguing an intellectual property rights violation for the use of the PIEDRA BOTTLE.

In the event that PSM or PSI incurs an intellectual property rights violation with the use of the PIEDRA BOTTLE, will indemnify without limits PSM or PSI for any and all damages resulting from said violation.

3. PSM'S ASSIGNMENT TO PSI

And finally, PSM assigns and transfers all of the IP RIGHTS to PSI.



Michael Kramer

Date: 14-10-12

Nouvel Studio S.A. de C.V.

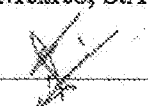
By: _____

Name: Michael Kramer

Title: CEO

Date: 14-10-12

Patron Spirits México, S.A. de C.V.

By: _____

Name: Carlos Guai

Title: CEO Mexico

Date: 12/7/2012

Patrón Spirits International AG

By: _____

Name: Edward Brown

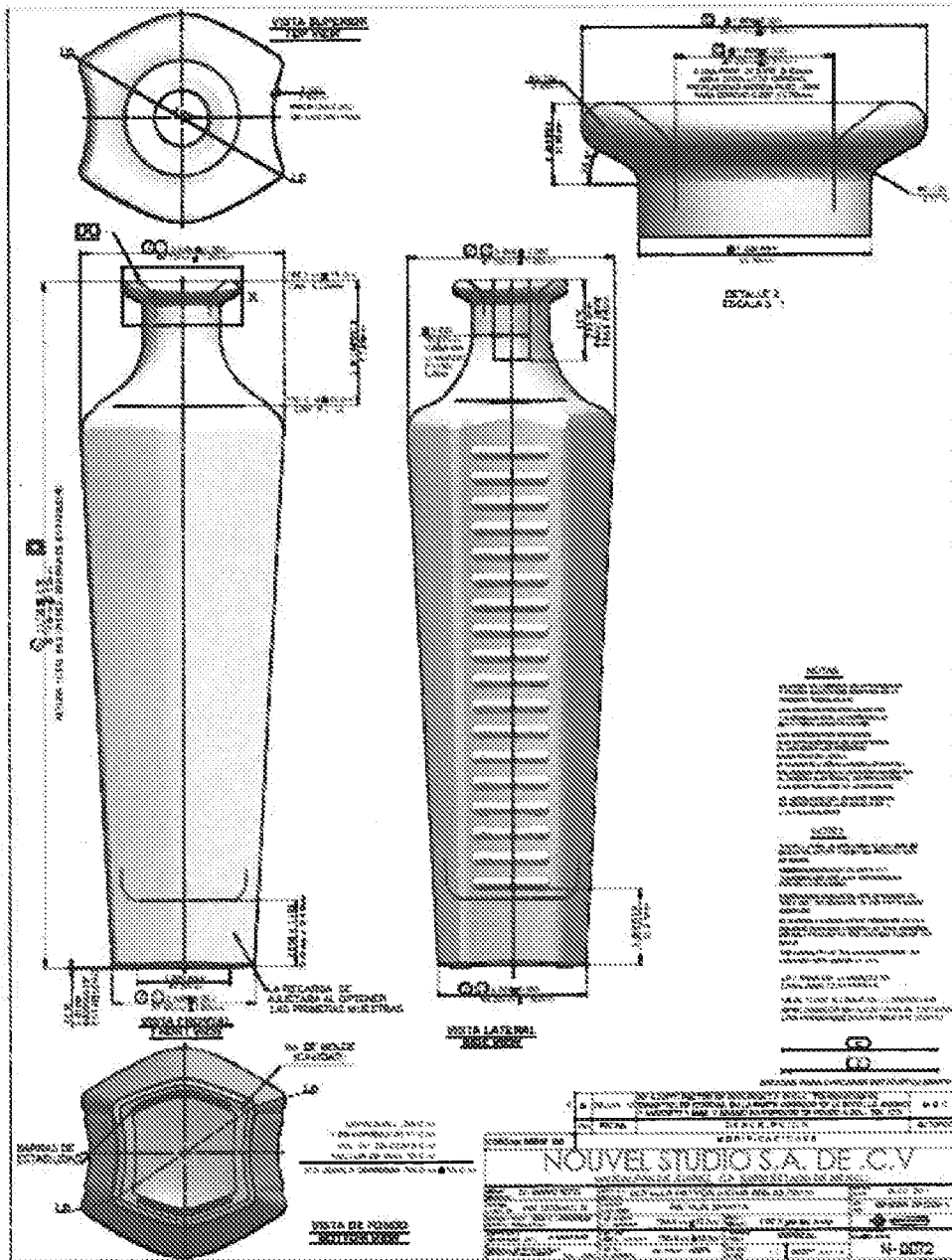
Title: CEO

Date: 12-10-12





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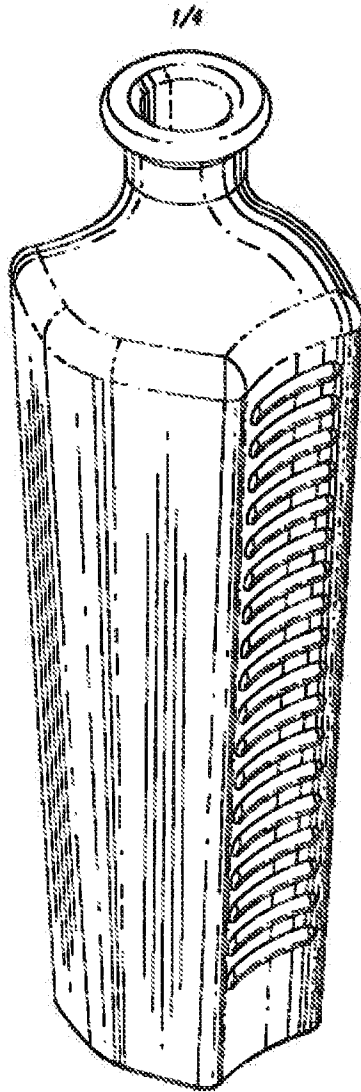


FIG. 1

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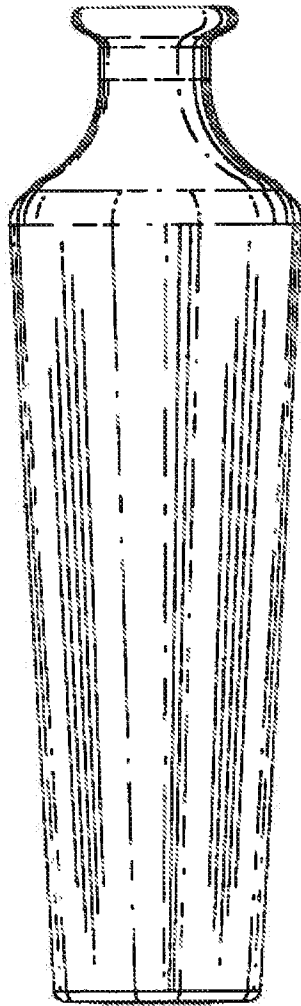


FIG. 2

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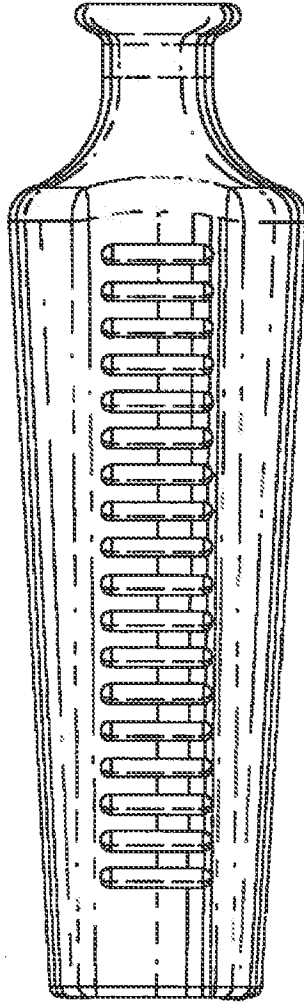


FIG. 3

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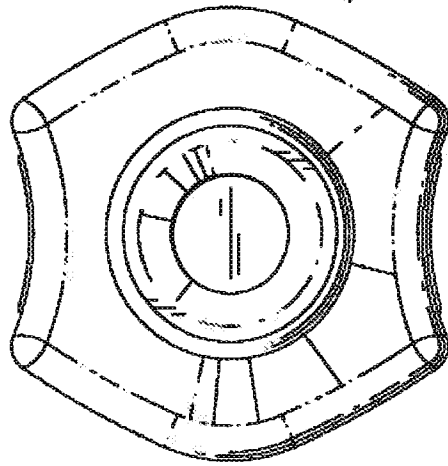


FIG. 4

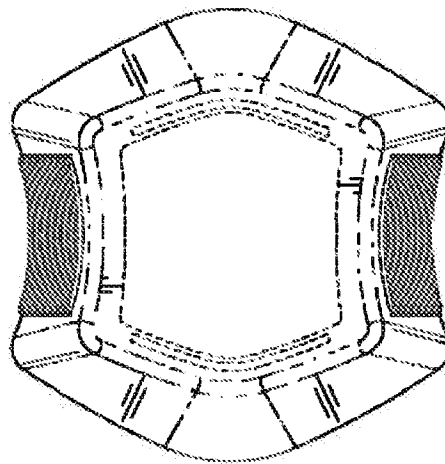


FIG. 5