

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM706483

<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>
Walden-Hays, Inc.		08/13/2021	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cervezas Cuauhtémoc Moctezuma, S.A. de C.V.		
<b>Street Address:</b>	Avenida Alfonso Reyes 2202 Norte		
<b>Internal Address:</b>	Colonia Bella Vista		
<b>City:</b>	Monterrey, Nueva Leon		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	64410		
<b>Entity Type:</b>	sociedad anonima de capital variable: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5324337	ALTA BREWING COMPANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	212-813-5900		
<b>Email:</b>	anicolescu@fzlj.com		
<b>Correspondent Name:</b>	Allison Strickland Ricketts		
<b>Address Line 1:</b>	Fross Zelnick Lehrman & Zissu, P.C.		
<b>Address Line 2:</b>	151 West 42nd Street, 17th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	CRVZ 2110232		
<b>NAME OF SUBMITTER:</b>	Anca Nicolescu		
<b>SIGNATURE:</b>	/anca nicolescu/		
<b>DATE SIGNED:</b>	02/03/2022		
<b>Total Attachments: 1</b>			
source=Executed assignment to CCM (F4465751x96B9E)#page1.tif			

CH \$40.00 5324337

**ASSIGNMENT**

**WHEREAS**, Walden-Hays, Inc. a corporation organized under the laws of New York, with an address at P.O. Box 1514, New York, New York 10276 ("**Assignor**") is the owner of the US Registration No. 5324337 for ALTA BREWING COMPANY registered in the U.S. Patent and Trademark Office; and

**WHEREAS**, Cervezas Cuauhtémoc Moctezuma, S.A. de C.V., Sociedad Anónima de Capital Variable organized and existing under the laws of Mexico, with an address at Avenida Alfonso Reyes 2202 Norte, Colonia Bella Vista, Monterrey, Nuevo León, Mexico 64410 ("**Assignee**"), is desirous of acquiring the Trademark.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark and the Registration, together with the goodwill of the business symbolized by the Trademark and the Registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

**Walden-Hays, Inc.**

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Dated: \_\_\_\_\_

*[Handwritten Signature]*  
*[Handwritten Name: Anthony Jamborich]*  
*[Handwritten Title: VICE PRESIDENT]*  
*[Handwritten Date: 8.13.2021]*