



**CONSENT TO REGISTRATION OF TRADEMARK
INCORPORATING THE CERTIFICATION MARK "TEQUILA" AND
GUIDELINES TO USE THE CERTIFICATION MARK "TEQUILA"**

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Trademark Applicant: Tequila Cuervo, S.A. de C.V.

Trademark: JOSE CUERVO JOSE CUERVO ESPECIAL FABRICA LA ROJENA
TEQUILA.

U.S. Serial Number: 86925168

CONSENT

Consejo Regulador de Tequila, A.C.(herein referred to as "CRT" or "Certifier") hereby consents to the registration of the Trademark listed above or attached to this consent by the identified Applicant in the United States Patent and Trademark Office (USPTO) provided that the registration includes a disclaimer of the exclusive right to use TEQUILA apart from the mark as shown. This consent is granted because the Trademark Applicant is a certified user of the geographic certification mark "Tequila", who is believed to be in current compliance with the Certification Requirements and Guidelines attached hereto as Annex I. The Trademark Applicant is bound by these Certification Requirements and Guidelines. Further, as long as such use continues to be in accordance with these Requirements and Guidelines, CRT consents to the continued registration of the mark. If at any time, the use no longer complies with the Certification Requirements and Guidelines, CRT has the right to take such action that is necessary to ensure that the Appellation "Tequila," is properly used by this entity and may request cancellation of any resulting Trademark Registration if such unauthorized use warrants such action.

As Agreed by:

CONSEJO REGULADOR DEL TEQUILA, A.C.

By: Ramón González Figueroa

Title: General Director

Date: 01/19/2018

TEQUILA CUERVO, S.A. DE C.V.

Name: *Lawrence E. Abelmu*

Title:

Date:





GUIDELINES FOR USE OF CERTIFICATION MARK "TEQUILA"

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A. Certification Requirements

The certification mark "Tequila", as used by persons authorized by CRT, certifies that (1) the goods are manufactured in Mexico from a specific variety of the blue agave plant grown in certain regions of Mexico as defined by Mexican law and standards; (2) the goods are manufactured in Mexico in compliance with Mexican law and standards including fermentation, distillation, aging, the percentage of blue agave sugars and physical-chemical specifications; and (3) the finished product is or contains within it the goods manufactured in accordance with (1) and (2) above.

B. Implementation

1. Authorization to use the certification mark. – Authorization to use the certification mark Tequila is established by the possession of the Certificate of Export of Tequila (CET) issued by CRT prior to the time the bulk or bottled product is imported from Mexico into USA and before the finished product is in US commerce. Authorization to use the certification mark Tequila extends to any finished product that is or contains within it the goods manufactured in Mexico in accordance with the certification requirements described above. Finished product means any product in US commerce that is or contains goods manufactured in Mexico in accordance with the requirements described above, and that is produced and/or bottled, packaged and labeled in accordance with the laws and regulations of the United States. The Tequila certified under a CET is considered authentic and a distinctive product of Mexico manufactured in compliance with Mexican law and standards.





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2. Trademark registration and applications.— For all trademark registrations and applications which include the term Tequila in the mark, the Certifier consents to the use and/or registration of the mark if (i) the trademark registrant or applicant is using the word **TEQUILA** with other wording in accordance with the certification requirements described above and (ii) the trademark registrant or applicant holds a current CET for the tequila which is or is contained in the finished product pursuant to the authorization set forth in the implementation paragraph, above.

3. Disclaimer – All registrations for trademarks which include the word **TEQUILA** in connection with alcoholic beverages of any kind (other than the certification mark registration itself) are required to include a disclaimer of the exclusive right to use the word **TEQUILA** if such procedure is allowed in the country where application is made, otherwise amend the trademark application eliminating the word Tequila. The ownership of a registration of a mark which includes the word **TEQUILA** and other wording (other than by the Certifier), confers no ownership rights to the Appellation of Origin **TEQUILA**.

