

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Antonio Hipolito Pena Herrada		12/20/2007	INDIVIDUAL: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Marisela Pena Herrada		
<b>Street Address:</b>	Xochititla 20-B, San Andres Tetepilco		
<b>City:</b>	Mexico, D.F.		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	09440		
<b>Entity Type:</b>	INDIVIDUAL: MEXICO		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3162718	AAA	
Registration Number:	3195506	PSICOSIS	
Registration Number:	3198424	LATIN LOVER	
Registration Number:	3212053	LLL MEXICO	
Registration Number:	3244076	LA PARKA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)659-9344		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2026599076		
<b>Email:</b>	DSAdocket@roylance.com		
<b>Correspondent Name:</b>	David S. Abrams		
<b>Address Line 1:</b>	1300 19th Street, NW		
<b>Address Line 2:</b>	Suite 600		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	50227		

OP \$140.00 3162718

DOMESTIC REPRESENTATIVE

Name: David S. Abrams  
Address Line 1: 1300 19th Street, N.W.  
Address Line 2: Suite 600  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:	David S. Abrams
Signature:	/David S. Abrams/
Date:	02/14/2008
Total Attachments: 1 source=Pena_Herrada_Assignment#page1.tif	

**ASSIGNMENT**

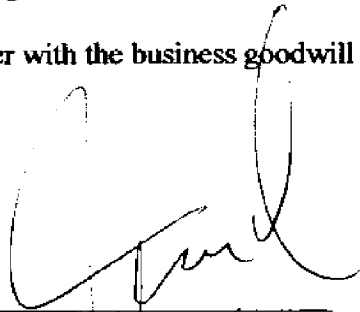
WHEREAS, Antonio Hipolito Pena Herrada, deceased, a citizen of Mexico, with an address of Xochititla 20-B, San Andres Tetepilco, 09440 Mexico, D.F. Mexico, is the named owner of all right, title and interest in and to the following U.S. Trademark Registrations and marks in the United States (hereinafter called the "Marks"):

<u>Registration No.</u>	<u>Mark</u>
3,162,718	AAA & Design
3,195,506	PSICOSIS
3,198,424	LATIN LOVER
3,212,053	LLL & Design
3,244,076	LA PARKA & Design

WHEREAS, the Marks passed by operation of law to the Estate of Antonio Hipolito Pena Herrada (hereinafter called "Assignor");

WHEREAS, Marisela Peña Herrada, a citizen of Mexico, with an address of Xochititla 20-B, San Andres Tetepilco, 09440 Mexico, D.F. Mexico, is the sole heiress and executrix of the estate of Antonio Hipolito Pena Herrada (hereinafter called "Assignee"), and is entitled to acquire all right, title and interest in and to the Marks and the registrations thereof;

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 Marks and the registrations therefor in the United States, together with the business goodwill symbolized by the Marks.

By:   
\_\_\_\_\_  
Marisela Peña Herrada  
Sole heiress and Executrix of  
the Estate of Antonio Hipolito Pena Herrada

Dated: December 20, 2007.