

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marisela Pena Herrada		12/20/2007	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	Promociones Antonio Pena, S.A. de C.V.		
Street Address:	Avenida Rio Mixcoac No. 164, Col. Acacias		
City:	Mexico, D.F.		
State/Country:	MEXICO		
Postal Code:	03240		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3198424	LATIN LOVER	
CORRESPONDENCE DATA			
Fax Number:	(202)659-9344		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2026599076		
Email:	DSAdocket@roylance.com		
Correspondent Name:	David S. Abrams		
Address Line 1:	1300 19th Street, NW		
Address Line 2:	Suite 600		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	50188		
DOMESTIC REPRESENTATIVE			
Name:	David S. Abrams		
Address Line 1:	1300 19th Street, N.W.		
Address Line 2:	Suite 600		

OP \$40.00 3198424

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

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ASSIGNMENT

WHEREAS, Marisela Peña Herrada, a Mexican citizen with a principal address at Xochititla 20-B, San Andres Tetepilco, 09440 Mexico, D.F. MEXICO (hereinafter called "Assignor"), is the owner of all right, title and interest in and to U.S. Trademark Registration No. 3.198.424 and the mark LATIN LOVER in the United States for use in connection with "entertainment services, namely, live and televised personal appearances by a professional wrestler, in class 41" (hereinafter called the "Mark");

WHEREAS, PROMOCIONES ANTONIO PEÑA, S.A. DE C.V., a Mexican corporation with a principal business address at Avenida Rio Mixcoac No. 164, Col. Acacias, 03240, Mexico, D.F., MEXICO (hereinafter called "Assignee"), desires to acquire all right, title and interest in and to the Mark and the registration 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 Mark and the registration therefor in the United States, together with the business goodwill symbolized by the Mark.

Marisela Peña Herrada

By: _____



Dated: December 20, 2007.