

**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>  |
| Cafe Internacional de Cordoba, S.A. de C.V. |  | 07/02/2008   | CORPORATION: MEXICO |
| <b>RECEIVING PARTY DATA</b>                 |  |  |                     |
| <b>Name:</b>                                | Sabormex Europa, S.L.  |  |                     |
| <b>Street Address:</b>                      | Gran Via, No. 45, 6a Planta  |  |                     |
| <b>City:</b>                                | Bilbao Vizcaya   |  |                     |
| <b>State/Country:</b>                       | SPAIN  |  |                     |
| <b>Entity Type:</b>                         | CORPORATION: SPAIN   |  |                     |
| <b>PROPERTY NUMBERS Total: 1</b>            |  |  |                     |
| <b>Property Type</b>                        | <b>Number</b>  | <b>Word Mark</b>   |                     |
| <b>Serial Number:</b>                       | 78162666   | INTERNACIONAL CAFÉ 100% PURO DE CÓRDOBA<br>GOURMET CAFÉ DE ALTURA CALIDAD DE EXPORTACIÓN<br>TIPO AMERICANO GRANOS SELECTOS TOSTADOS Y<br>MOLIDOS |                     |
| <b>CORRESPONDENCE DATA</b>                  |  |  |                     |
| <b>Fax Number:</b>                          | (617)856-8201  |  |                     |
|   | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                     |
| <b>Phone:</b>                               | 617-856-8145   |  |                     |
| <b>Email:</b>                               | ip@brownrudnick.com  |  |                     |
| <b>Correspondent Name:</b>                  | Mark S. Leonardo   |  |                     |
| <b>Address Line 1:</b>                      | One Financial Center   |  |                     |
| <b>Address Line 2:</b>                      | Brown Rudnick LLP  |  |                     |
| <b>Address Line 4:</b>                      | Boston, MASSACHUSETTS 02111  |  |                     |
| <b>ATTORNEY DOCKET NUMBER:</b>              | 24844/11   |  |                     |
| <b>DOMESTIC REPRESENTATIVE</b>              |  |  |                     |

CH \$40.00 78162666

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Mark S. Leonardo

Signature:

/Mark S. Leonardo/

Date:

02/03/2009

Total Attachments: 3

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## TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT (hereinafter referred to as "Assignment") effective the 2<sup>TH</sup> day of July 2008 by Café Internacional de Córdoba, S.A. de C.V., a corporation duly organized and validly existing in accordance with Mexico laws, with address located at Km. 341 Carretera Córdoba-Veracruz Colonia Buenavista C.P. 94690 Córdoba Veracruz (hereinafter referred to as "Assignor") herein represented by Mr. Eduardo Álvarez Zardain, and Sabormex Europa, S.L., a corporation duly organized and validly existing in accordance with Spain laws, with address located at Gran Via, No. 45, 6a Planta, Bilbao Vizcaya, Spain Kingdom, herein represented by Mr. Jaime Gerardo López Otegui and Mr. Vicente López Abad (hereinafter referred to as "Assignee").

### RECITALS

WHEREAS, Assignor and Assignee are parties to a certain Purchase Agreement dated July 2<sup>TH</sup>, of 2008, (hereinafter the "Agreement"), under which Assignor agrees to sell, and Assignee agrees to purchase certain intangible assets presently held by Assignor;

WHEREAS, included among the assets to be purchased by Assignee are those pending and registered trademarks and all the registration applications and unregistered or common law trademarks, service marks, trade names and logos used by Assignor in connection with the business of the Assignor as listed on Exhibit A attached hereto (collectively the "Marks"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor hereby agrees as follows:

1. Definitions. All terms not otherwise defined in this Assignment shall have the same respective meanings ascribed to them in the Agreement.

2. Assignment.

Assignor hereby grants, transfers, assigns, sells, conveys and relinquishes exclusively to assignee, its successors and assigns forever, the entire title, right, interest, ownership and all subsidiary rights in and to the Marks, together with the applications for the registrations of and registrations for the Marks, and the good will of the business symbolized by and associated with said Marks and registrations thereof, including, but not limited to, the following:

(a) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill;

(b) the right to secure registrations therein in Assignee's own name and to secure renewals and extension of the registrations and applications for registrations in the United States of America or any other country; and

(c) the right to determine, in Assignee's sole discretion whether or not any registrations or applications for registration of the Marks shall be preserved and maintained or registered.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed as a sealed instrument as of the date written below by its officer thereunto duly authorized.

ASSIGNOR:

By: Café Internacional de Córdoba, S.A.  
de C.V.

Name: Eduardo Álvarez Zardain

Title: Legal Representative

Date: July 2<sup>TH</sup>, 2008

ASSIGNEE:

By: Sabormex Europa, S.L.

Name: Vicente López Abad and Jaime  
Gerardo López Otegui.

Title: Legal Representatives

Date: July 2<sup>TH</sup>, 2008

**EXHIBIT "A" OF TRADEMARK ASSIGNMENT, CELEBRATE BETWEEN CAFÉ  
INTERNACIONAL DE CORDOBA, S.A. DE C.V. AND SABORMEX EUROPA, S.L.**

1) **Denomination:**  
**Application No.:**  
**International Class:**

**INTERNACIONAL**  
**78162666**  
**32**

