

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Partial Assignment (25% of all of Assignors rights, Title and interest to and over the Trademark in the United States and the Registration therefore and goodwill symbolized thereby)

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sergio Garciabueno Mendoza		06/01/2008	INDIVIDUAL: MEXICO
Sergio Fonseca Mendoza		06/01/2008	INDIVIDUAL: MEXICO
Juan Vicente Garciabueno Mendoza		06/01/2008	INDIVIDUAL: MEXICO

RECEIVING PARTY DATA

Name:	Enrique Fonseca Cerda
Street Address:	Venezuela 425
City:	Guadalajara, Jalisco
State/Country:	MEXICO
Postal Code:	44600
Entity Type:	INDIVIDUAL: MEXICO

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3034557	DON FULANO

CORRESPONDENCE DATA

Fax Number: (202)293-7860
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-293-7060
 Email: vmullineaux@sughrue.com, ksmith@sughrue.com
 Correspondent Name: Kevin G. Smith, Esq./Sughrue Mion, PLLC
 Address Line 1: 2100 Pennsylvania Avenue, N.W.
 Address Line 2: Suite 800
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

ATTORNEY DOCKET NUMBER: 801192/ASSIGN 3034557

CH \$40.00 3034557

DOMESTIC REPRESENTATIVE

Name: Kevin G. Smith/Sughrue Mion, PLLC
Address Line 1: 2100 Pennsylvania Avenue, N.W.
Address Line 2: Suite 800
Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

NAME OF SUBMITTER:	Kevin G. Smith
Signature:	/Kevin G. Smith/
Date:	02/05/2009

Total Attachments: 1
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ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, SERGIO MENDOZA GARCIABUENO, an individual Mexican, having an address at Malvas 59, Colonia Rancho Contento, Zapopan, Jalisco, México; SERGIO MENDOZA FONSECA an individual Mexican, having an address at Malvas 59, Colonia Rancho Contento, Zapopan, Jalisco, México, and JUAN VICENTE MENDOZA GARCIABUENO, an individual Mexican, having an address at Malvas 59, Colonia Rancho Contento, Zapopan, Jalisco, México (the "Assignors"), are the owners of United States Registration N° 3,034,557 (the "Registration") for the trademark DON FULANO (the "Trademark"); and

WHEREAS, ENRIQUE FONSECA CERDA, (Assignee") an Individual Mexican, having an office at Venezuela 425, Guadalajara, Jalisco, México, is desirous of acquiring the 25% of all rights of the Assignors in and to the Trademark in the United States, including without limitation the Registration.

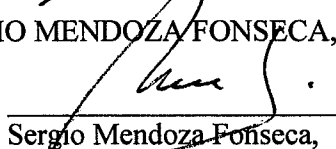
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledge, Assignors does hereby assign, transfer and deliver into Assignee the 25% of all of Assignors rights, Title and interest to and over the Trademark in the United States and the Registration therefore and goodwill symbolized thereby, provided however, that Assignors makes no representation or warranty of any kind as to the availability of the Trademark for use by Assignee in the United States.

IN WITNESS WHEREOF, SERGIO MENDOZA GARCIABUENO, SERGIO MENDOZA FONSECA, JUAN VICENTE MENDOZA GARCIABUENO, have caused this instrument to be executed by its duly authorized officer effective as of the 01th day of June, 2008.

SERGIO MENDOZA GARCIABUENO

By: 
Name: Sergio Mendoza Garciabueno

SERGIO MENDOZA FONSECA,

By: 
Name: Sergio Mendoza Fonseca,

JUAN VICENTE MENDOZA GARCIABUENO

By: 
Name: Juan Vicente Mendoza Garciabueno