

**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>      |
| LA SIERRA RECORDS, INC.          |  | 07/27/2009            | CORPORATION: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                         |
| <b>Name:</b>                     | SALVADOR LIZARRAGA SANCHEZ   |                       |                         |
| <b>Street Address:</b>           | C. Ignacio Allende 208   |                       |                         |
| <b>Internal Address:</b>         | Col. Montuosa  |                       |                         |
| <b>City:</b>                     | Mazatlan   |                       |                         |
| <b>State/Country:</b>            | MEXICO   |                       |                         |
| <b>Entity Type:</b>              | INDIVIDUAL: MEXICO   |                       |                         |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                         |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                         |
| <b>Registration Number:</b>      | 3199974  | BANDA EL LIMON        |                         |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                         |
| <b>Fax Number:</b>               | (213)385-3313  |                       |                         |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                         |
| <b>Phone:</b>                    | 213-385-6926   |                       |                         |
| <b>Email:</b>                    | stevenjeyre@gmail.com  |                       |                         |
| <b>Correspondent Name:</b>       | Steven J. Eyre   |                       |                         |
| <b>Address Line 1:</b>           | 3550 Wilshire Blvd, Ste 1440   |                       |                         |
| <b>Address Line 4:</b>           | Los Angeles, CALIFORNIA 90010  |                       |                         |
| <b>DOMESTIC REPRESENTATIVE</b>   |  |                       |                         |
| <b>Name:</b>                     | Steven J. Eyre   |                       |                         |
| <b>Address Line 1:</b>           | 3550 Wilshire Blvd., Ste 1440  |                       |                         |
| <b>Address Line 4:</b>           | Los Angeles, CALIFORNIA 90010  |                       |                         |
| <b>NAME OF SUBMITTER:</b>        | Steven J. Eyre   |                       |                         |

OP \$40.00 3199974

|  |               |
|--|---------------|
| Signature:   | /stevenjeyre/ |
| Date:  | 07/28/2009    |
| Total Attachments: 2<br>source=assigment#page1.tif<br>source=assigment#page2.tif |               |

## ASSIGNMENT

Mark: BANDA EL LIMON  
Reg. No. 3,199,974  
Date of Reg.: January 23, 2007

Whereas La Sierra Records, Inc. owns the registration of the mark BANDA EL LIMON ("the Mark") in International Classifications 009 and 041 before the United States Patent and Trademark Office, Registration No. 3,199,974, dated January 23, 2007; and

Whereas Salvador Lizárraga Sánchez is desirous of acquiring the rights and registration herein conveyed;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor La Sierra Records, Inc. does hereby assign to Assignee Salvador Lizárraga Sánchez all of Assignor's right, title and interest in and to said Mark, including all service mark and trademark rights associated with said Mark, together with the goodwill of the business connected with and symbolized by the Mark, and the above identified registration.

Dated: July 27, 2009

LA SIERRA RECORDS, INC.

by   
Matias Meza  
Su Presidente

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Los Angeles }

On July 27 2009 before me, Luis A. Meza, Notary Public  
Date Here Insert Name and Title of the Officer

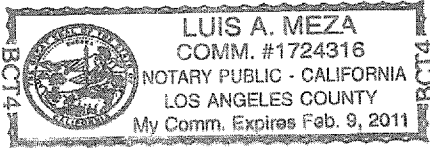
personally appeared Matias Meza  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]  
Signature of Notary Public



Place Notary Seal Above

**OPTIONAL**

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

**Description of Attached Document**

Title or Type of Document: Assignment

Document Date: 7/17/2009 Number of Pages: 1

Signer(s) Other Than Named Above: Matias Meza

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_



Signer's Name: \_\_\_\_\_

- Individual
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- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

