

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
SABORMEX, S.A. DE C.V.		11/09/2005	CORPORATION: MEXICO

**RECEIVING PARTY DATA**

Name:	SABORMEX HISPANOAMERICANO, S.A. DE C.V.
Street Address:	Calzada de la Viga No. 1214
Internal Address:	Colonia Apatlaco
City:	Mexico D.F.
State/Country:	MEXICO
Postal Code:	09430
Entity Type:	CORPORATION: MEXICO

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2878875	CAFE LEGAL
Registration Number:	1860476	LA SIERRA
Registration Number:	0955872	LA SIERRA

**CORRESPONDENCE DATA**

Fax Number: (617)856-8201  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 617-856-8145  
 Email: ip@brownrudnick.com  
 Correspondent Name: Mark S. Leonardo  
 Address Line 1: One Financial Center  
 Address Line 2: Brown Rudnick LLP  
 Address Line 4: Boston, MASSACHUSETTS 02111

ATTORNEY DOCKET NUMBER:	24844/10
-------------------------	----------

DOMESTIC REPRESENTATIVE

**900141469**

**TRADEMARK  
 REEL: 004049 FRAME: 0576**

**CH \$90.00 2878875**

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mark S. Leonardo

Signature:

/Mark S. Leonardo/

Date:

08/20/2009

Total Attachments: 2

source=BVSCAN5034\_000#page1.tif

source=BVSCAN5034\_000#page2.tif

**TRADEMARK ASSIGNMENT**

TRADEMARK ASSIGNMENT (hereinafter the "Assignment") effective the 9<sup>th</sup> day of November 2005 by SABORMEX, S.A. DE C.V. (hereinafter the "Assignor"), and SABORMEX HISPANOAMERICANO, S.A. DE C.V. (hereinafter the "Assignee").

**RECITALS**

WHEREAS, Assignor has adopted, owns and is using the following trademarks for which Assignor owns the following identified federal registrations on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein (hereinafter the "Marks"):

<b><u>Trademark</u></b>	<b><u>Registration No.</u></b>	<b><u>Filing Date</u></b>	<b><u>Registration Date</u></b>
Café Legal & Design	2,878,875	August 18, 2003	August 31, 2004
La Sierra	1,860,476	December 19, 1991	October 25, 1994
La Sierra	955,872	March 15, 1972	March 20, 1973

WHEREAS, Assignee desires to acquire the Marks and the above-referenced Registrations therefore.

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

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:

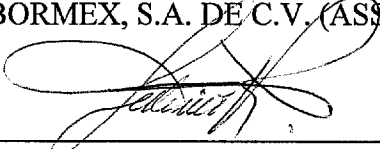
(a) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill;

(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.

SABORMEX, S.A. DE C.V. (ASSIGNOR)

By:  \_\_\_\_\_

Name: Mr. Federico López Rodea

Title: Legal Representative

Date: November 9, 2005

By:  \_\_\_\_\_

Name: Mr. Vicente López Rodea

Title: Legal Representative

Date: November 9, 2005

#848437 v1 -11382/32

Execution Copy  
Page 2 of 2