

**TRADEMARK ASSIGNMENT**

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<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>
SABORMEX HISPANOAMERICANO, S.A. DE C.V.		12/13/2005	CORPORATION: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sabormex Europa, S.L.		
<b>Street Address:</b>	No. 45-6 CL/Gran Via Diego Lopez de Haro		
<b>City:</b>	Bilbao		
<b>State/Country:</b>	SPAIN		
<b>Postal Code:</b>	48011		
<b>Entity Type:</b>	CORPORATION: SPAIN		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2878875	CAFE LEGAL	
<b>Registration Number:</b>	1860476	LA SIERRA	
<b>Registration Number:</b>	0955872	LA SIERRA	
<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>	24844/10		

**CH \$90.00 2878875**

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Mark S. Leonardo
Signature:	/Mark S. Leonardo/
Date:	08/21/2009

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (hereinafter the "Assignment") effective the 13<sup>th</sup> day of December 2005 by SABORMEX HISPANOAMERICANO, S.A. DE C.V. (hereinafter the "Assignor"), and SABORMEX EUROPA, S.L. (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"):

<u>Trademark</u>	<u>Registration No.</u>	<u>Filing Date</u>	<u>Registration Date</u>
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 HISPANOAMERICANO, S.A. DE C.V.**  
(ASSIGNOR)

  
By: \_\_\_\_\_  
Name: Mr. Federico López Rodea  
Title: Legal Representative  
Date: December 13<sup>th</sup>, 2009

  
By: \_\_\_\_\_  
Name: Mr. Vicente López Rodea  
Title: Legal Representative  
Date: December 13<sup>th</sup>, 2009

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