

TRADEMARK ASSIGNMENT

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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.		12/16/2005	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	Sabormex Europa, S.L.		
Street Address:	No. 45-6 CL/Gran Via Diego Lopez de Haro		
City:	Bilbao		
State/Country:	SPAIN		
Postal Code:	48011		
Entity Type:	CORPORATION: SPAIN		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2502372		
Registration Number:	3345407	CLEMENTE JACQUES	
Registration Number:	3566036	LA SIERRA	
Serial Number:	77312187	ORO 100% PURE INSTANT COFFEE	
Serial Number:	78891649	ORO CAFE SOLUBLE - 100% PURO	
CORRESPONDENCE DATA			
Fax Number:	(617)856-8201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-856-8145		
Email:	ip@brownrudnick.com		
Correspondent Name:	Mark S. Leonardo		
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ATTORNEY DOCKET NUMBER:	24844/2		

CH \$140.00 2502372

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 source=BVSCAN5036_000#page1.tif source=BVSCAN5036_000#page2.tif	

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT (hereinafter the "Assignment") effective the 16th day of December 2005 by SABORMEX, 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>
Design (Molcajete)	2,502,372	June 15, 1998	October 30, 2001
Clemente Jacques	3,345,407	August 2, 2005	November 27, 2007
La Sierra	3,566,036	July 11, 2006	January 20, 2009
ORO 100% PURE INSTANT COFFEE & Design	77/312,187	October 24, 2007	Pending
ORO CAFE SOLUBLE – 100% PURO & Design	78/891,649	May 24, 2006	Pending

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: December 16th, 2005

By: 
Name: Mr. Vicente López Rodea
Title: Legal Representative
Date: December 16th, 2005

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RECORDED: 08/21/2009

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