

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
Aerovias del Continente Americano S.A. Avianca		06/12/2009	CORPORATION: COLOMBIA
RECEIVING PARTY DATA			
Name:	International Trade Marks Agency Inc.		
Street Address:	Calle Aquilino de la Guardia No. 8		
Internal Address:	IGRA Building		
City:	Panama		
State/Country:	PANAMA		
Entity Type:	COMPANY: PANAMA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3662713	AVIANCA CASH	
Registration Number:	3232579	AVIANCASH	
CORRESPONDENCE DATA			
Fax Number:	(626)577-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	626-795-9900		
Email:	pto@cph.com		
Correspondent Name:	Christie Parker & Hale LLP		
Address Line 1:	P.O. Box 7068		
Address Line 4:	Pasadena, CALIFORNIA 91109-7068		
ATTORNEY DOCKET NUMBER:	40.2*1/C620		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$65.00 3662713

900152724

**TRADEMARK
 REEL: 004135 FRAME: 0426**

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Michael J. MacDermott

Signature:

/MICHAEL J. MACDERMOTT/

Date:

01/21/2010

Total Attachments: 8

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**Documento de Traspaso de la titularidad de las marcas comerciales AVIANCA
CASH y AVIANCASH**

Entre los suscritos, ELISA MURGAS DE MORENO, en su calidad de representante legal de Aerovías del Continente Americano S.A. Avianca, sociedad organizada y existente de conformidad con las leyes de Colombia y domiciliada en Barranquilla, Atlántico, Colombia, en adelante la Cedente; y FABIO VILLEGAS RAMIREZ, en su calidad de Presidente y Representante Legal de International Trade Marks Agency Inc., sociedad organizada y existente de conformidad con las leyes de Panamá y domiciliada en Panamá, en adelante la Cesionaria, y,

A. En consideración a que la Cedente es titular de los registros marcarios y de las solicitudes de registro detalladas a continuación:

País	Marca	Solicitud No.	Fecha Solicitud	Clases	Estado de la solicitud
Unión Europea	AVIANCA CASH (M)	6.982.805	12.06.2008	35 y 36	Registro concedido
Unión Europea	AVIANCASH	4.598.694	19.08.2005	35 y 36	Registro concedido
Estados Unidos	AVIANCA CASH (M)	77/509461	26.06.2008	35 y 36	Solicitud en trámite
Estados Unidos	AVIANCASH	78/718951	22.09.2005	35 y 36	Registro concedido
Colombia	AVIANCA CASH (M)	08-063.874	20.06.2008	35	Registro concedido: Certificado No. 369.509. Vigencia: 24.12.2018
Colombia	AVIANCA CASH (M)	08-063.875	20.06.2008	36	Registro concedido: Certificado No. 369.508. Vigencia: 24.12.2018
Colombia	AVIANCASH	05-084.099	24.08.2005	35	Registro concedido: Certificado No. 314.595. Vigencia: 28.03.2016
Colombia	AVIANCASH	05-084.098	24.08.2005	36	Registro concedido: Certificado No. 314.596. Vigencia: 28.03.2016

Internacional Trade Marks Agency, Inc., suscripción que se realizará de acuerdo con lo acordado entre ellas, según se refleja en decisión adoptada por la Junta Directiva de la Cesionaria según consta en Acta de Junta Directiva del 11 de Junio de 2009.

C. En consideración a que la Cesionaria acepta el traspaso de las marcas listadas en el literal A del presente contrato como pago por la suscripción de acciones mencionada en el literal B.

Las partes han llegado al siguiente acuerdo:

Primero.- La Cedente traspasa a favor de la Cesionaria sus derechos en relación con las marcas listadas en el Considerando A de este documento, quedando como titular de las mismas la Cesionaria. Dicho traspaso se efectúa a título de aporte en virtud de la suscripción de las acciones que efectúa La Cedente en dicha sociedad.

Segundo.- La Cesionaria acepta dicho traspaso.

Tercero.- La Cedente declara que la marca objeto del presente documento se encuentra libre de prenda o de cualquier otro gravamen, y se obliga a mantener a la Cesionaria de toda reclamación o acción legal contra la misma.

Cuarto.- Las partes han acordado que la obligación de anotar el traspaso de las marcas objeto de este contrato ante las autoridades competentes estará a cargo de la Cedente, quien además asumirá los gastos que se generen con ocasión de la misma.

Quinto.- Este traspaso obliga a las partes, sus subsidiarias, afiliadas, causahabientes y cesionarias.

Este documento se firma en Bogotá, a los 12 días del mes de junio de 2.009, en dos (2) ejemplares de un mismo tenor.

AEROVÍAS DEL CONTINENTE AMERICANO S.A.

AVIANCA

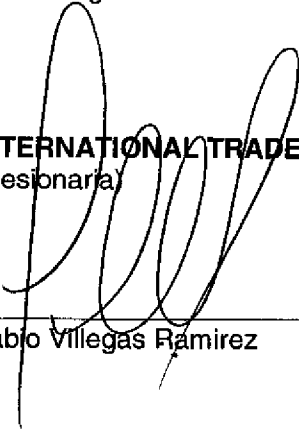
(Cedente)



Elisa Murgas de Moreno

INTERNATIONAL TRADE MARKS AGENCY, INC.

(Cesionaria)



Fabio Villegas Ramirez

NOTARIA 71 DE BOGOTA D.C.

Ante el despacho de la NOTARIA 71 de BOGOTA D C
compareció quien se identificó como *81176*

Juigui de 7 años
4161873

reconoció que reconoce el contenido de este
instrumento y su firma.

Elio J. L. Linares

30 JUL. 2009



NOTARIA 71 DE BOGOTA D.C.

Ante el despacho de la NOTARIA 71 de BOGOTA D C

compareció quien se identificó como *19284087*

reconoció que reconoce el contenido de este
instrumento y su firma.

30 JUL. 2009



CERTIFIED TRANSLATION OF THE FOLLOWING FRAGMENT OF THE DOCUMENT DENOMINATED: DOCUMENT OF ASSIGNMENT OF OWNERSHIP CONCERNING THE COMMERCIAL MARKS AVIANCA CASH AND AVIANCASH, signed by Elisa Murgas de Moreno - Legal Representative of Aerovias del Continente Americano S.A. - Avianca, and Fabio Villegas-Ramirez - President and Legal Representative of International Trade Marks Agency Inc., dated on June 12, 2009. NOTARIAL CERTIFICATIONS issued and signed by Piedad Martinez-Martinez, Notary 71 of Bogotá, D.C., dated on July 30, 2009. OFFICIAL SEAL: Piedad Martinez-Martinez, Notary - Notarial Office 71 of Bogotá D.C.

Translation by Martha Sofía Sarmiento-Solano, Spanish – English Official Translator, authorized by Resolution N° 835, issued by the "Ministerio de Justicia de Colombia", on May 3rd, 1988 and duly registered at the "Ministerio de Relaciones Exteriores de Colombia".

**DOCUMENT OF ASSIGNMENT OF OWNERSHIP CONCERNING THE
COMMERCIAL MARKS AVIANCA CASH AND AVIANCASH**

Between, the undersigned, **ELISA MURGAS DE MORENO**, in her capacity of **Legal Representative of Aerovias del Continente Americano S.A. Avianca**, a Company legally constituted and in existence in accordance with the laws of Colombia and domiciled at Barranquilla, Atlántico, Colombia, henceforth the **Assignor**, and **FABIO VILLEGAS-RAMÍREZ**, in his capacity of **President and Legal Representative of International Trade Marks Agency Inc.**, a company legally constituted and in existence in accordance with the laws of Panamá and domiciled at Panamá, henceforth the **Assignee**, and

A. Whereas the **Assignor** is the Holder of the following trademark registrations and of the applications for registration:

Country	Mark	Application No.	Application Date	Class	Status of the Application
European Union	AVIANCA CASH (M)	6.982.805	12.06.2008	35 and 36	Registration Granted
European Union	AVIANCASH	4.598.694	19.08.2005	35 and 36	Registration Granted
United States	AVIANCA CASH (M)	77/509461	26.06.2008	35 and 36	Pending Application
United States	AVIANCASH	78/718951	22.09.2005	35 and 36	Registration Granted
Colombia	AVIANCA CASH (M)	08-063.874	20.06.2008	35	Registration Granted Certificate No. 369.509 Validity: 24.12.2018

Country	Mark	Application No.	Application Date	Class	Status of the Application
Colombia	AVIANCA CASH (M)	08-063.875	20.06.2008	36	Registration Granted Certificate No. 369.508 Validity: 24.12.2018
Colombia	AVIANCASH	05-084.099	24.08.2005	35	Registration Granted Certificate No. 314.595 Validity: 28.03.2016
Colombia	AVIANCASH	05-084.098	24.08.2005	36	Registration Granted Certificate No. 314.596 Validity: 28.03.2016

International Trade Marks Agency Inc., subscription that shall be carried out according to the agreement established between the parties, as is reflected in the decision adopted by the **Assignee's** Board of Directors as recorded in the Minutes of the Board of Directors, dated on June 11, 2009.

C. Considering that the **Assignee** accepts the assignment of the marks described in letter A of this Contract as payment for the subscription of the stocks mentioned in letter B.

The following Agreement has been entered:

First: The **Assignor** assigns to the **Assignee** every and all rights belonging to the **Assignor** regarding the marks described in letter A of this document, and the **Assignee** will be the holder of the aforementioned marks. This Assignment is made by way of contribution under the subscription of the stocks carry out by the **Assignor** in this Company.

Second: The **Assignee** accepts the aforementioned Assignment.

Third: The **Assignor** declares that the marks object of this Assignment are free from any lien or any other obligation, and shall keep the **Assignee** away from any claim or legal action against the above mentioned marks.

Fourth: The parties have agreed that the obligation of filing and registering the Assignment of the marks object of this Contract before the competent authorities will be in charge of the **Assignor**, who will also assume the expenses generated by this Assignment.

Fifth: This Assignment shall inure to and be binding on the parties, and their subsidiaries, affiliates, successors and assignees.

This document is signed at Bogotá, on June 12, 2009, in two (2) originals.

Signed by:

AEROVIAS DEL CONTINENTE AMERICANO S.A.
AVIANCA
(Assignor)

Signature
Elisa Murgas de Moreno

INTERNATIONAL TRADE MARKS AGENCY, INC.
(Assignee)

Signature
Fabio Villegas-Ramirez

SEALS:

NOTARY'S OFFICE 71 OF BOGOTÁ D.C.

Before the NOTARY 71 of BOGOTÁ, D.C., appeared Elisa Murgas de Moreno, holder of the citizen ID. Card No. 41.617.537, who declared that she recognizes the content of this document and her signature.

Elisa Murgas de Moreno
Signature

Finger Print

Date: JULY 30th, 2009

Signature
Piedad Martinez-Martinez
Notary

REPÚBLICA DE COLOMBIA / REPUBLIC OF COLOMBIA
PIEDAD MARTINEZ-MARTINEZ
NOTARY
NOTARY'S OFFICE 71 OF BOGOTÁ D.C.

NOTARY'S OFFICE 71 OF BOGOTÁ D.C.

Before the NOTARY 71 of BOGOTÁ, D.C., appeared Fabio Villegas-Ramirez holder of the citizen ID. Card No. 19.287.687, who declared that he recognizes the content of this document and his signature.

Fabio Villegas-Ramírez
Signature

Finger Print

Date: JULY 30th, 2009

Signature
Piedad Martinez-Martinez
Notary

MARTHA SOFÍA SARMIENTO SOLANO - TRADUCTORA OFICIAL
Carrera 11D # 124 - 51 Apto. 510 int. 2 - (57-) 1 2139034 Bogotá - Colombia
E-mail: mssarmiento2@yahoo.com

REPÚBLICA DE COLOMBIA / REPUBLIC OF COLOMBIA
PIEDAD MARTINEZ-MARTINEZ
NOTARY
NOTARY'S OFFICE 71 OF BOGOTÁ D.C.

I HEREBY DECLARE THAT THIS IS A TRUE TRANSLATION OF THE ORIGINAL DOCUMENT;
THAT I AM WELL ACQUAINTED WITH THE ENGLISH AND SPANISH LANGUAGES AND THAT
I AM A SWORN OFFICIAL TRANSLATOR PER RESOLUTION N° 835, ISSUED BY THE
"MINISTERIO DE JUSTICIA DE COLOMBIA" AND DULY REGISTERED AT THE "MINISTERIO
DE RELACIONES EXTERIORES DE COLOMBIA."

Bogotá, October 18, 2009



Martha S. Sarmiento S.

Traductora Oficial Juramentada
Resolución No. 835 Minjusticia