

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT			
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT			
EFFECTIVE DATE:	05/28/2010			
CONVEYING PARTY DATA				
	Name	Formerly	Execution Date	Entity Type
	Tipp Enterprises, LP d/b/a Novamex LP		05/28/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA				
Name:	Jarritos, Inc.			
Street Address:	500 W. Overland Avenue, Suite 300			
City:	El Paso			
State/Country:	TEXAS			
Postal Code:	79901			
Entity Type:	CORPORATION: DELAWARE			
PROPERTY NUMBERS Total: 1				
	Property Type	Number	Word Mark	
	Registration Number:	2348508	NOVAMEX	
CORRESPONDENCE DATA				
Fax Number:	(515)288-1338			
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	515-288-3667			
Email:	patatty@ipmvs.com			
Correspondent Name:	McKee, Voorhees & Sease, PLC			
Address Line 1:	801 Grand Avenue, Suite 3200			
Address Line 4:	Des Moines, IOWA 50309-2721			
ATTORNEY DOCKET NUMBER:	N316-11 / 2,348,508			
NAME OF SUBMITTER:	Christine Lebron-Dykeman			
Signature:	/Christine Lebron-Dykeman/			

CH \$40.00 2348508

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TRADEMARK
 REEL: 004221 FRAME: 0755

Date:

06/09/2010

Total Attachments: 1

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NUNC PRO TUNC ASSIGNMENT

This Agreement is made on May 28, 2010 by and between Tipp Enterprises, LP d/b/a Novamex LP, a corporation organized under the laws of Delaware with a principal place of business at W. Overland Avenue, Suite 300 El Paso, Texas 79901 ("Assignor") and Jarritos, Inc., a corporation organized under the laws of Delaware with a principal place of business at 500 W. Overland Avenue, Suite 300 El Paso, Texas 79901 ("Assignee").

WHEREAS, Assignor, is the owner of the following trademark (the "Mark") and the corresponding registration for said Mark (the "Registration"): NOVAMEX, Registration No. 2,348,508 for use in connection with "Retail and wholesale distributorship services featuring food and beverage products, in Class 35"; and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to said Mark and the Registration that Assignor possesses, together with the goodwill of the business pertaining to said Mark; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to said Mark and Registration, together with the goodwill of the business pertaining to said Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all right, title and interest which Assignor has heretofore enjoyed pertaining to said Mark, together with the goodwill of the business pertaining to said Mark and the Registration thereof, the same to be held and enjoyed by Assignee, its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement or other violation of any rights thereof, which assignment has retroactive effect from May 28, 1010.

Tipp Enterprises, LP.

By: Tomas B. De Leon

Tomas B. De Leon, CFO
Name and Title of Officer

Jarritos, Inc.

By: Tomas B. De Leon

Tomas B. De Leon, CFO
Name and Title of Officer