

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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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 |
| TV Azteca, S.A. de C.V. | | 09/27/2010 | CORPORATION: MEXICO |
| RECEIVING PARTY DATA | | | |
| Name: | Azteca International Corporation | | |
| Street Address: | 1139 Grand Central Avenue | | |
| City: | Glendale | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 91201 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2974731 | HECHOS AMERICA | |
| Registration Number: | 2944222 | AZTECA AMERICA | |
| Registration Number: | 2998535 | AZTECA AMERICA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (626)577-3467 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Email: | juchang@mac.com | | |
| Correspondent Name: | Antonio de Cardenas | | |
| Address Line 1: | 199 S. Los Robles | | |
| Address Line 2: | Suite 440 | | |
| Address Line 4: | Pasadena, CALIFORNIA 91101 | | |
| ATTORNEY DOCKET NUMBER: | TV AZTECA ASSIGNMENTS | | |
| NAME OF SUBMITTER: | Antonio de Cardenas | | |
| Signature: | /antonio de cardenas/ | | |

OP \$90.00 2974731

Date:

10/12/2010

Total Attachments: 1

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WHEREAS, TV Azteca, S. A. de C. V. ("Assignor"), a Mexican corporation with its principal place of business located at Periferico Sur 4121, Col. Fuentes del Pedregal 14141, Mexico, has adopted, registered, used and is using the following trademarks (collectively, the "Trademarks") in the United States:

1. HECHOS AMERICA
U.S. Serial No. 76/497,461
U.S. Registration No. 2,974,731
2. AZTECA AMERICA (plus design)
U.S. Serial No. 76/187,596
U.S. Registration No. 2,944,222
3. AZTECA AMERICA (words only)
U.S. Serial No. 76/187,595
U.S. Registration No. 2,998,535

WHEREAS, Azteca International Corporation ("Assignee"), a Delaware corporation with its principal place of business located at 1139 Grand Central Avenue, Glendale, CA 91201, is desirous of acquiring all rights, title and interest in said Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee its entire right, title, and interest in and to the Trademarks and the associated trademark registrations, together with the goodwill of the business symbolized by the marks, including all common law rights and all claims for damages by reason of past infringement of the marks, with the right to sue and collect thereon.

This Assignment is binding upon, shall inure to the benefit of, and shall be performed by the parties named, their successors and assigns. This Assignment is entered into on September 27, 2010.

TV AZTECA, S.A. de C.V.

By: _____

Printed Name: DAVID DE JESUS RODRIGUEZ VILCAÑA

Title: ATTORNEY IN FACT