

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
Latin Specialties, Inc.		11/05/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Jel Sert Co.		
Street Address:	Highway 59 & Conde Street		
City:	West Chicago		
State/Country:	ILLINOIS		
Postal Code:	60185		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3051909	EL CHARRITO	
Registration Number:	1875439	BOLIS	
CORRESPONDENCE DATA			
Fax Number:	(312)269-1747		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	apeterson@ngelaw.com,amcshane@ngelaw.com		
Correspondent Name:	Antony J McShane		
Address Line 1:	2 North LaSalle Street, Suite 1700		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	013374.0070		
NAME OF SUBMITTER:	Antony J McShane		
Signature:	/Antony J McShane/		
Date:	11/17/2010		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS Trademark Assignment is made as of November 5, 2010, between Latin Specialties, Inc., a California corporation ("Assignor"), and The Jel Sert Co., an Illinois corporation, located at Highway 59 & Conde Street, West Chicago, Illinois 60185 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and associated registrations and all of the goodwill associated therewith, listed on Schedule A (the "Trademarks");

WHEREAS, Assignor is desirous of assigning all right, title and interest in and to the Trademarks, all of the business of Assignor to which the Trademarks pertain, and any and all goodwill associated therewith, to the Assignee; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademarks, all of the business of Assignor pertaining thereto, and any and all goodwill associated therewith.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby sells, assigns and transfers to Assignee all right, title, and interest in and to the Trademarks, all of the business that pertains thereto, and any and all goodwill associated therewith, that Assignor may have including, without limitation, the right to sue and collect damages for past, present and future infringements of the Trademarks, and to further assign or to license any and all right, title and interest in and to the Trademarks.

Assignor hereby authorizes and requests the Commissioner of Trademarks to record Assignee as the owner of such Trademarks and to issue all registrations for said Trademarks to Assignee, for the sole use and enjoyment of the Assignee, its successors and assigns.

Latin Specialties, Inc.

By: 

Name: Ines Gerson

Title: Chief Financial Officer and Secretary

SCHEDULE A

U.S. Registered Trademarks

Trademark	Registration No.	Registration Date
EL CHARRITO & Design	3051909	01/31/06
BOLIS (Stylized)	1875439	01/24/95

Mexico Trademarks

Trademark	Registration No.	Registration Date
BOLIS EL CHARRITO	840257	06/25/04
EL CHARRITO & Design	782530	03/11/03
BOLIS ICESTICKS	563706	11/25/97
HELANDSO EL CHARRITO & Design		

Common Law Marks

FRESKITOS
ICESTICKS

NGEDOCs: 1748776.2