

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/01/2010

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
La Aurora, C. por A.		01/20/2011	CORPORATION: DOMINICAN REP

RECEIVING PARTY DATA

Name:	La Aurora, S.A.
Street Address:	Parque Industrial Tamboril
Internal Address:	Carretera Santiago Tamboril, Km. 5
City:	Guazumal Santiago
State/Country:	DOMINICAN REP
Entity Type:	CORPORATION: DOMINICAN REP

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	77843519	
Serial Number:	77923787	GUILLERMO LEON BY LA AURORA
Serial Number:	85129157	IMPERIALES BY LEON JIMENES
Serial Number:	85192998	BROADWAY SERIES BY LA AURORA
Serial Number:	77923766	LA AURORA 107
Serial Number:	77660322	PRINCIPES
Registration Number:	3645561	AURORA 1495 SERIES NO. 4
Registration Number:	3355154	AURORA PREFERIDOS 1903 EDITION
Registration Number:	1372922	LA AURORA
Registration Number:	1410833	LA AURORA
Registration Number:	1939783	LEON JIMENES
Registration Number:	3884923	

OP \$315.00 77843519

CORRESPONDENCE DATA

Fax Number: (516)742-4366
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 516-913-4654
Email: bkrivisky@litrademarks.com
Correspondent Name: Barry M. Krivisky
Address Line 1: 400 Garden City Plaza
Address Line 2: Suite 300
Address Line 4: Garden City, NEW YORK 11530

ATTORNEY DOCKET NUMBER:	LACA/LASA ASSGMT
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DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Barry M. Krivisky
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Signature:	/Barry M. Krivisky/
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Date:	01/25/2011
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Total Attachments: 2
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DEED OF ASSIGNMENT

La Aurora C. por A., a Dominican Republic corporation with a principal place of business at Avenida 27 de Febrero Edificio No. 146 Santiago de los Cabaleros, Republica Dominicana ("ASSIGNOR") for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, does hereby assign and transfer to La Aurora, S.A., a Dominican Republic corporation, with a principal place of business at Parque Industrial Tamboril, Carretera Santiago Tamboril, Km.5, Guazumal Santiago, Dominican Republic ("ASSIGNEE"). The entire right, title and interest in and to the trademark applications and registrations specified below, including renewal rights therein, together with the on-going business and good will symbolized by such trademarks, as well as all rights in and to any and all claims ASSIGNOR may have, at law or in equity for past infringement thereof, the same to be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment and sale not been made.

<u>TRADEMARK</u>	<u>APPLICATION SERIAL NUMBER</u>	<u>REGISTRATION NUMBER</u>
AURORA PREFERIDOS 3D CYLINDER	77-843519	
GUILLERMO LEON BY AURORA	77-923787	
IMPERIALES BY LEON JIMENES	85-129157	
BROADWAY SERIES BY LA AURORA	85-192998	
LA AURORA 107	77-923766	
LA AURORA SOBERANO	77-877773	
PRINCIPES & Label Design	77-660322	
AURORA 1495 SERIES NO. 4 & Design		3645561

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TRADEMARK
REEL: 004460 FRAME: 0610

AURORA PREFERIDOS 1903 ADDITION 3D Design	3355154
LA AURORA	1372922
LA AURORA & Design	1410833
LEON JIMENES	1939783
WINTER WIND	3478224
CYLINDER Design	3884923

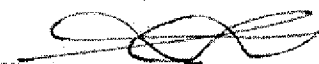
LA AURORA C. POR A.:

Name:  Guillermo León

Title: Presidente

Date: 20/01/2011

LA AURORA S.A.:

Name:  Guillermo León

Title: Presidente

Date: 20/01/2011

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