

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
MARTINEZ DISTRIBUTING CO., INC.		04/05/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	COMPANIA TEQUILERA DE ARANDAS, S.A. DE C.V.		
Street Address:	AV. AGUASCALIENTES NO. 317 #101		
Internal Address:	COLONIA BOSQUES DEL PRADO, AGUASCALIENTES		
City:	AGUASCALIENTES		
State/Country:	MEXICO		
Postal Code:	20130		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2742693	LA BAMBA	
CORRESPONDENCE DATA			
Fax Number:	(574)975-9063		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-902-1102		
Email:	lee.sharra@gmail.com		
Correspondent Name:	LEE FREDRIC SHARRA		
Address Line 1:	4313 TROUTHAVEN DRIVE		
Address Line 4:	MURRYSVILLE, PENNSYLVANIA 15668		
ATTORNEY DOCKET NUMBER:	00-03-1286 LA BAMBA		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

OP \$40.00 2742693

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**TRADEMARK
 REEL: 004516 FRAME: 0657**

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

NAME OF SUBMITTER:

LEE FREDRIC SHARRA

Signature:

//Lee Fredric Sharra//

Date:

04/06/2011

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment ("Assignment") is made effective as of 04/05/2011 from MARTINEZ DISTRIBUTING CO., INC., a California Corporation, having a principle place of business at 221 E WALNUT STREET, SUITE 100, PASADENA, CALIFORNIA 91101 UNITED STATES OF AMERICA ("ASSIGNOR"), to COMPAÑIA TEQUILERA DE ARANDAS, S.A. DE C.V., a Corporation of Mexico, having its principal place of business at AV. AGUASCALIENTES NO. 317 #101, COLONIA BOSQUES DEL PRADO, AGUASCALIENTES, AGUASCALIENTES, MEXICO 20130, ("ASSIGNEE");

WHEREAS, ASSIGNOR is the owner of the trademark LA BAMBA, United States Patent and Trademark Office Registration Number 2,742,693, registered on July 29, 2003 (the "Mark"), and the goodwill represented by the Mark, together with the goodwill of the business symbolized thereby in connection with the goods on which the Mark is used ("the Products").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark.

NOW, THEREFORE, in consideration of the payment of Ten United States Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark, together with the goodwill of the business relating to the Products in respect upon which the Mark is used and for which it is registered; and all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

MARTINEZ DISTRIBUTING CO., INC.,

J. Martinez
DR. JAVIER MARTINEZ
PRESIDENT

Subscribed and Sworn to
before me this 05 day
of APRIL, 2011

Jose Ricardo Gaal
Notary Public

