

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
Thomas Cook Canada Inc.		02/28/2012	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Mexico Tour Store, S.A. de C.V.		
Street Address:	Av. Del Bosque MZA 4Lote4 Reg. 5032 Frac		
City:	Cancun Benito Juarez Q		
State/Country:	MEXICO		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3594930	GO PLACES FOR LESS	
CORRESPONDENCE DATA			
Fax Number:	(718)228-9244		
Phone:	646 594 4198		
Email:	ianlkelly@gmail.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Ian L. Kelley, P.C.		
Address Line 1:	245 Carlton Avenue, No. 1		
Address Line 4:	Brooklyn, NEW YORK 11205		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

OP \$40.00 3594930

NAME OF SUBMITTER:	Ian L. Kelley
Signature:	/Ian L. Kelley/
Date:	03/21/2012
Total Attachments: 4 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment receipt#page1.tif	

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of February 28, 2012 from Thomas Cook Canada Inc. ("ASSIGNOR"), to Mexico Tour Store S.A. de C.V. ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademark (the "Mark") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill relating solely and exclusively to the Mark (the "Services").

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

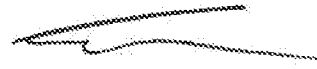
NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark, together with (1) the goodwill relating to the Services in respect of which the Mark is used and for which it is registered: (2) 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 (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR represents that it has all requisite corporate power and authority to enter into this assignment and that, to the best of its knowledge, the Mark is not the subject of any action or dispute outstanding and that it knows of now pending actions or disputes regarding the same.

ASSIGNOR further covenants that it will, at ASSIGNEE'S cost, 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.

THOMAS COOK CANADA INC.



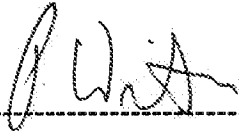
By: Eric Altschul
Its: SVP, Retail Distribution

ACKNOWLEDGEMENT

Province of Ontario)
County of Carleton Place)

On February 28, 2012 before me, Paul Winton, Notary Public, personally appeared Eric Altschul, proved to me on the basis of satisfactory evidence to be the person(s) whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Signature of Notary Public

[SEAL]



EXHIBIT A
TRADEMARK

<u>MARK</u>	<u>APPLICATION NO.</u>	<u>REGISTRATION NO.</u>	<u>FILING DATE</u>	<u>REGISTRATION DATE</u>
1. GO PLACES FOR LESS	N/A	3594930 (USA)	12/23/2005	3/24/2009



RECEIPT

March 2, 2012

Thomas Cook Canada Inc. (Ontario Corporation Number 1780181) hereby acknowledges receipt of US\$15,000 from Mexico Tour Store S.A. de C.V. in connection with the Trademark Assignment entered into between the parties as of February 28, 2012 relating to the U.S. trademark "Go Places For Less".

A handwritten signature in black ink, appearing to read "P. Winton", written over a horizontal line.

Paul Winton
General Counsel & Corporate Secretary
Thomas Cook North America