

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
	Destileria Serralles, Inc.		07/10/2012
			Entity Type
			CORPORATION: PUERTO RICO
RECEIVING PARTY DATA			
Name:	SPR Brands, LLC		
Street Address:	Urb, Central Mercedita 151 Ave. Principal		
City:	Mercedita		
State/Country:	PUERTO RICO		
Postal Code:	00715		
Entity Type:	LIMITED LIABILITY COMPANY: PUERTO RICO		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4165162	CALICHE
CORRESPONDENCE DATA			
Fax Number:	2125750671		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(212) 790-9200		
Email:	klr@c1l.com		
Correspondent Name:	Deborah K. Squiers, Attorney of Record		
Address Line 1:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036-6799		
ATTORNEY DOCKET NUMBER:	25843. DKS; KLR		
NAME OF SUBMITTER:	Deborah K. Squiers		
Signature:	/Deborah K. Squiers/		
Date:	07/10/2012		
Total Attachments: 1 source=CALICHE Trademark Assignment#page1.tif			

OP \$40.00 4165162

**TRADEMARK ASSIGNMENT**

WHEREAS, Destilería Serrallés, Inc., a corporation, organized and existing under the laws of Puerto Rico, with an address at P.O. Box 198 Mercedita Puerto Rico 00715 ("Assignor") is using and is the record owner of the trademark CALICHE and the corresponding federal trademark U.S. Application Serial Number 85118567 in Class 33 (the "CALICHE Mark"); and

WHEREAS, SPR Brands, LLC, a limited liability company organized and existing under the laws of Puerto Rico, with an address at Urb, Central Mercedita 151 Ave. Principal, Mercedita, Puerto Rico 00715 ("Assignee") desires to acquire the CALICHE Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the CALICHE Mark, together with the goodwill of the business symbolized by it, and the pending U.S. federal trademark application therefor, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

IN WITNESS WHEREOF, DESTILERÍA SERRALLÉS, INC. has caused this Trademark Assignment to be executed and delivered as of this 10 day of July, 2012.

DESTILERÍA SERRALLÉS, INC.

By: 

Name: Félix J. Serrallés, Jr.

Title: President & CEO