

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aeroservicios Ejecutivos Corporativos, S.A. de C.V.		07/11/2012	COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	Corporativo de Marcas GJB, S.A. de C.V.		
Street Address:	Rio Churubusco No. 213		
City:	Colonia Granjas Mexico		
State/Country:	MEXICO		
Postal Code:	08400		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77617039	DE LA VIUDA	
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<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) 949-9022		
Email:	VMTannenbaum@lawabel.com		
Correspondent Name:	Victor M. Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8003751		
DOMESTIC REPRESENTATIVE			
Name:			

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

NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	07/17/2012
Total Attachments: 2 source=DE LA VIUDA U.S. Power & Deed#page1.tif source=DE LA VIUDA U.S. Power & Deed#page2.tif	

UNITED STATES

REVOCATION
AND
NEW POWER OF ATTORNEY

Mark: DE LA VIUDA
Registration:
Serial No.: 77/617039
Classes:
Owner: Corporativo de Marcas GJB,
S.A. de C.V.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Abelman, Frayne & Schwab, whose postal address is 666 Third Avenue, New York, New York 10017-5621, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation

Lawrence E. Abelman	Thomas E. Spath
Jeffrey A. Schwab	Julie B. Seyler
Victor M. Tannenbaum	Marie-Anne Mastrovito
Peter J. Lynfield	Constance Golden
Caridad Piñeiro Scordato	Frank Terranella
Julianne Abelman	

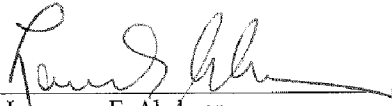
members of the Bar of the State of New York, whose address is

ABELMAN, FRAYNE & SCHWAB
666 Third Avenue
New York, New York 10017-5621, U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

The proxies will not have the power to sell, to cede, to assess or to mortgage or to encumber in any other way our trademarks.

Date: July 11, 2012

By 
Lawrence E. Abelman
Title: Authorized Signatory

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **AEROSERVICIOS EJECUTIVOS CORPORATIVOS, S.A. DE C.V.**, a company organized and existing under the laws of Mexico, with an office at Guillermo Gonzalez Camarena No. 800, 4to. Piso, C.P. 01210, Zedec Ciudad Santa Fe Mexico, D.F. (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademark for which application for registration has been filed in the United States Patent and Trademark Office:

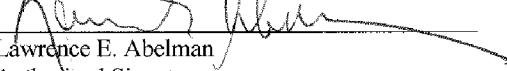
<u>Trademark</u>	<u>Number</u>
DE LA VIUDA	77/617039 (Appl.)

AND WHEREAS, **CORPORATIVO DE MARCAS GJB, S.A. DE C.V.**, a company organized and existing under the laws of Mexico, with an office at Rio Churubusco No. 213, Colonia Granjas Mexico, Mexico, D.F. 08400, Mexico (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the eventual registration thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark, trademark application and eventual trademark registration together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 11 day of July, 2012

AEROSERVICIOS EJECUTIVOS CORPORATIVOS, S.A. DE C.V.

By 
Lawrence E. Abelman
Title Authorized Signatory