

## 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
Iniciativas de Exito, S.A. de C.V.		08/03/2011	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	Genomma Lab Internacional, S.A.B. de C.V.		
Street Address:	Durango 332-102, Roma		
City:	Mexico, D.F.		
State/Country:	MEXICO		
Postal Code:	06700		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2661344	FLOR DE NARANJA	
CORRESPONDENCE DATA			
Fax Number:	2029555564		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	kimberly.hoover@hklaw.com		
Correspondent Name:	Kimberly Hoover		
Address Line 1:	800 17th Street NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	126895-1		
DOMESTIC REPRESENTATIVE			
Name:	Paul F. Kilmer		
Address Line 1:	800 17th Street NW		
Address Line 2:	Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		

OP \$40.00 2661344

NAME OF SUBMITTER:	Kimberly Hoover, Legal Assistant
Signature:	/Kimberly Hoover/
Date:	03/28/2013
<b>Total Attachments: 5</b> source=iniativas - genomma labs intl assignment_03_28_2013_16_24_27_769#page1.tif source=iniativas - genomma labs intl assignment_03_28_2013_16_24_27_769#page2.tif source=iniativas - genomma labs intl assignment_03_28_2013_16_24_27_769#page3.tif source=iniativas - genomma labs intl assignment_03_28_2013_16_24_27_769#page4.tif source=iniativas - genomma labs intl assignment_03_28_2013_16_24_27_769#page5.tif	

CONVENIO QUE PARA EFECTOS DE LA INSCRIPCIÓN DE LA CESIÓN DE MARCAS CELEBRAN INICIATIVAS DE EXITO, S.A. DE C.V., REPRESENTADA EN ESTE ACTO POR JOSE MANUEL CRUZ GARCÍA, EN LO SUCESIVO LA CEDENTE Y GENOMMA LAB INTERNACIONAL, S.A.B. DE C.V., REPRESENTADA EN ESTE ACTO POR JOSE MANUEL CRUZ GARCÍA, EN LO SUCESIVO LA CESIONARIA, AL TENOR DE LAS DECLARACIONES Y CLÁUSULAS SIGUIENTES:

I. DECLARA LA CEDENTE:

- a) Ser una persona moral de nacionalidad mexicana.
- b) Que quien a su nombre firma el presente documento, cuenta con las facultades suficientes, mismas que no les han sido revocadas o limitadas en forma alguna.
- c) Su domicilio en Durango 332 - 102, colonia Roma, código postal 06700, México, D. F.

II. DECLARA LA CESIONARIA:

- a) Ser una persona moral de nacionalidad mexicana.
- b) Que quien a su nombre firma el presente documento, cuenta con las facultades suficientes, mismas que no le han sido revocadas o limitadas en forma alguna.
- c) Su domicilio en Durango 332 - 102, colonia Roma, código postal 06700, México, D. F.

III. DECLARAN LAS PARTES:

- a) Que con fecha 30 de noviembre de 2009, celebraron un contrato de cesión de marcas, en el cual a un precio cierto acordaron transmitir las marcas registros 88782 JOCKEY CLUB-MADERAS, 112994 ANCASTER, 435476 STALLION DE JOCKEY CLUB, 166271 JOCKEY CLUB, 423704

ANCASTER, 174958 JOCKEY CLUB, 262404 CLUB, 385487 JOCKEY CLUB SPORT, 441894 HENNA EGIPCIA, 66760 JOCKEY CLUB, 766707 JOCKEY CLUB, 89870 JOCKEY CLUB MADERAS, 113300 TEATRICAL, 166416 JOCKEY-CLUB, 179626 JOCKEY CLUB, 347118 TEATRICAL, 435508 JOCKEY CLUB ANCASTER, 547505 JOCKEY CLUB, 765021 ANCASTER JOCKEY CLUB, 90580 JOCKEY CLUB y la marca expediente 1007745 FLOR DE NARANJA, en lo sucesivo LAS MARCAS.

- b) Que con fecha 13 de noviembre de 2010 celebraron un contrato de cesión de marca, en el cual a un precio cierto acordaron transmitir la marca expediente 1133987 JOCKEY CLUB, en lo sucesivo LA MARCA.
- c) Que han sido cubiertas a su mutua y entera satisfacción las contraprestaciones entre ellas acordadas con motivo de la celebración de los contratos de fecha 30 de noviembre de 2009 y 13 de noviembre de 2010.
- d) Que es su deseo se inscriba la transferencia de la titularidad de LAS MARCAS y LA MARCA a LA CESIONARIA.

LEÍDO Y ACEPTADO, LAS PARTES QUE INTERVIENEN LO SUSCRIBEN EN MÉXICO, D. F., EL 3 DE AGOSTO DE 2011.

LA CEDENTE

p. INICIATIVAS DE ÉXITO, S.A.  
DE C.V.



JOSE MANUEL CRUZ GARCÍA

LA CESIONARIA

p. GENOMMA LAB INTERNACIONAL,  
S.A.B. DE C.V.



JOSE MANUEL CRUZ GARCÍA

Agreement concluded for the successful initiatives of the Registration of Assignment of Trademarks registered to Iniciativas De Exito, S.A. De C.V., represented by Jose Manuel Cruz García, hereinafter the Assignor and Genomma Lab Internacional, S.A.B. de C.V., represented by Jose Manuel García Cruz, hereinafter the Assignee, pursuant to the following statements and clauses:

I. The Assignor declares:

- a) To be a moral person of Mexican nationality
- b) That he who signed this document has sufficient powers, which have not been revoked or limited in any way
- c) His address is Durango 332 -102, Roma, Zip Code 06700, Mexico, D. F.

II. The Assignee declares:

- a) To be a moral person of Mexican nationality
- b) That he who signed this document has sufficient powers, which have not been revoked or limited in any way
- c) His address is Durango 332 -102, Roma, Zip Code 06700, Mexico, D.F.

III. The Parties declare:

- a) That on November 30, 2009, entered into trademark assignment agreement in which a price was agreed upon to assign registered marks No. 88782 JOCKEY CLUB-MADERAS, No. 112994 ANCASTER, No. 435476 STALLION DE JOCKEY CLUB, No. 166271 JOCKEY CLUB, No. 423704 ANCASTER, No. 174958 JOCKEY CLUB, No. 262404 CLUB, No. 385467 JOCKEY CLUB SPORT, No. 441894 HENNA EGIPCIA, No. 66760 JOCKEY CLUB, No. 766707 JOCKEY-CLUB, No. 89870 JOCKEY CLUB MADERAS, No. 113300 TEATRICAL, No. 166416 JOCKEY-CLUB, No. 179626 JOCKEY CLUB, No. 347118 TEATRICAL, No. 435508 JOCKEY CLUB ANSTER, No. 547505 JOCKEY CLUB, No. 765021 ANCASTER JOCKEY CLUB, No. 90580 JOCKEY CLUB and the record of mark No. 1007745 FLOR DE NARANJA, hereafter THE MARK
- b) That on November 13,2010 held an trademark assignment contract in which a certain price was agreed upon to assign the record of Mark No. 1133987 JOCKEY CLUB, hereafter THE MARK
- c) That terms agreed upon have been fulfilled to their complete mutual satisfaction in the grant of the agreements dated November 20, 2009 and November 13, 2010

d) That they agree to the assignment of ownership of THE MARKS and THE MARK to the Assignee.

Read and Accepted, the Parties involved sign in Mexico D.F. on August 3, 2011.

Assignor

Assignee

Iniciativas de Exito, S.A. De C.V.

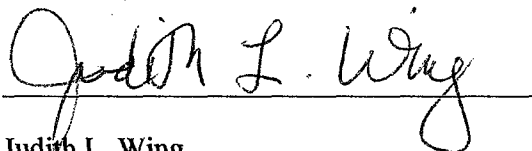
Genomma Lab Internacional, S.A.B.  
De C. V.

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CERTIFICATION OF TRANSLATOR'S COMPETENCE

I, Judith L. Wing, certify that I am competent and proficient in both Spanish and English languages, and that I translated the attached Assignment of Trademark Rights ("Summary Agreement") from Spanish to English to the best of my ability and skill and that my English translation is a true and accurate translation of the Spanish original.

A handwritten signature in cursive script that reads "Judith L. Wing". The signature is written in black ink and is positioned above a horizontal line.

Judith L. Wing  
Date February 28, 2013  
Holland & Knight LLP  
800 17<sup>TH</sup> Street, N.W.  
Suite 1100  
Washington, D.C. 20006-3906