

## 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
Don Clemente, Inc.		05/07/2013	CORPORATION: Texas
RECEIVING PARTY DATA			
Name:	Martha Maria Sanchez Quiroz		
Street Address:	Acceso II No. 20		
Internal Address:	Fraccionamiento Ind, Benito Juarez		
City:	Santiago de Queretaro Qro.		
State/Country:	MEXICO		
Postal Code:	76120		
Entity Type:	INDIVIDUAL: MEXICO		
PROPERTY NUMBERS Total: 49			
Property Type	Number	Word Mark	
Registration Number:	3187390	67 EL AGUILA	
Registration Number:	3208050	EL NEGRITO	
Registration Number:	3147917	LA ESTRELLA 35	
Registration Number:	3043255	CLEMENTE JACQUES TOMATO CATSUP LA BOTELL	
Registration Number:	3016706	LA PALMA	
Registration Number:	3016707	LA BANDERA	
Registration Number:	2980462	EL PARAGUAS	
Registration Number:	2980466	EL BANDOLON	
Registration Number:	2980465	EL CORAZON	
Registration Number:	2980464	LA DAMA	
Registration Number:	2969261	EL PINO	
Registration Number:	2980461	EL VIOLONCELLO	
Registration Number:	2969255	LA BOTA	

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Registration Number:	2975222	EL PESCADO
Registration Number:	2975221	LA MUERTE
Registration Number:	2959058	LA ESCALERA
Registration Number:	2956554	LA GARZA
Registration Number:	2956553	EL BARRIL
Registration Number:	2956552	EL ARPA
Registration Number:	2868965	EL MUNDO
Registration Number:	2868964	EL VALIENTE
Registration Number:	2868963	LA SANDIA
Registration Number:	2868962	EL CATRIN
Registration Number:	2871233	EL COTORRO
Registration Number:	2873958	EL TAMBOR
Registration Number:	2873957	LA RANA
Registration Number:	2873956	EL GORRITO
Registration Number:	2873955	LAS JARAS
Registration Number:	2904380	EL PAJARO
Registration Number:	2901308	LA CORONA
Registration Number:	2876667	LA CHALUPA
Registration Number:	2871200	LA ARAÑA
Registration Number:	2871199	EL CAMARON
Registration Number:	2868880	LA CAMPANA
Registration Number:	2871196	EL ARBOL
Registration Number:	2871195	EL VENADO
Registration Number:	2871194	LA MACETA
Registration Number:	2866357	LA PERA
Registration Number:	2876658	EL APACHE
Registration Number:	2866355	EL MELON
Registration Number:	2890939	EL SOL
Registration Number:	2890938	EL MUSICO
Registration Number:	2836243	LA ROSA
Registration Number:	2839906	LA SIRENA
Registration Number:	2839905	LA LUNA
Registration Number:	2839904	EL CAZO
Registration Number:	2862284	EL SOLDADO
Registration Number:	2839899	LA CALAVERA

2839898

LA MANO

**CORRESPONDENCE DATA**

Fax Number: 3125786666

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 312-578-6689

Email: scott.petersen@hklaw.com

Correspondent Name: Scott W. Petersen c/o Holland & Knight

Address Line 1: 131 South Dearborn Street, 30th Floor

Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:

096682.00011

**DOMESTIC REPRESENTATIVE**

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Scott W. Petersen

Signature:

/Scott W. Petersen/

Date:

05/14/2013

Total Attachments: 2

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## ASSIGNMENT

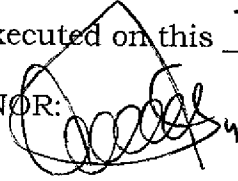
WHEREAS, Don Clemente, Inc., a Texas corporation, Riverside, California, having secured registrations in the United States for the trademarks listed in the attached Appendix.

Martha Maria Sanchez Quiroz, a citizen of Mexico, Acceso II No. 20, Fraccionamiento Ind, Benito Juarez, Santiago de Queretaro, Qro.76120, Mexico, is desirous of acquiring said trademarks and registrations thereof, and the good will of the business associated therewith and the part of the business with which the trademarks will be used.

NOW, THEREFORE, for the good and valuable consideration the receipt and sufficiency of which is hereby acknowledged and confessed, Don Clemente, Inc. hereby sells, assigns, transfers and sets over unto Martha Maria Sanchez Quiroz the entire right, title and interest in and to said trademarks and the registrations thereof, together with the goodwill of the business in connection with which the trademarks and registrations have been and are being used, all rights to continue said registrations, all common law rights associated therewith, together with the right to bring and maintain actions based on the trademarks. Assignee is the successor to the entire business of the trademark Registrant and the successor to that part of the business with which the trademarks will be used. These rights in Assignor's business have been assigned to the Assignee.

IN WITNESS WHEREOF, Don Clemente, Inc. has caused this Assignment  
to be executed on this 7<sup>th</sup> day of May, 2013.

ASSIGNOR:



\_\_\_\_\_  
Authorized Signature -- Don Clemente, Inc.

Luis Landin / President  
Printed Name and Title

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