

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/31/2010		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Rafael Ortega		10/10/2013
			INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	La Michoacana Meat Market TM Holdings, LLC		
Street Address:	8845 Long Point		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77055		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	3912972	DONDE USTED SIEMPRE GANA
	Registration Number:	3915824	MEAT MARKET
CORRESPONDENCE DATA			
Fax Number:	4048738501		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	404-873-8500		
Email:	trademarks@agg.com		
Correspondent Name:	Auma N. Reggy, Esq.		
Address Line 1:	171 17th Street, NW		
Address Line 2:	Suite 2100		
Address Line 4:	Atlanta, GEORGIA 30363-1031		
ATTORNEY DOCKET NUMBER:	26602.1		
NAME OF SUBMITTER:	Auma N. Reggy, Esq.		

TRADEMARK

Signature:	/anr/
Date:	10/14/2013
Total Attachments: 2 source=Assignment document between Rafael Ortega and La Michoacana Meat Market TM Holdings, LLC#page1.tif source=Assignment document between Rafael Ortega and La Michoacana Meat Market TM Holdings, LLC#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of the 31st day of December, 2010 (the "Effective Date"), by and between Rafael Ortega, a U.S. individual, having an address of 8845 Long Point Houston, Texas 77055 USA (hereinafter referred to as "Assignor"), and La Michoacana Meat Market TM Holdings, LLC, a Delaware limited liability company, having an address of 8845 Long Point Houston, Texas 77055 USA (hereinafter referred to as "Assignee").

WHEREAS, Assignor has adopted and used and is the owner of the Federal trademark registrations set forth on Schedule A, attached hereto, and incorporated herein by reference (the "Marks");

WHEREAS, the Parties desire to enter into this Assignment to affect the transfer of all right, title, and interest in and to the Marks to Assignee on a worldwide basis.

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all right, title, and interest in and to the Marks on a worldwide basis, together with the goodwill associated therewith, along with the right to recover for damages and profits and other remedies for past infringements of the Marks.
2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable and necessary acts to vest in Assignee all right, title, and interest in and to the Marks, and to enable such right, title, and interest for the Marks to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.
3. Entire Agreement. This Assignment represents the entire agreement between the Parties regarding the Marks and supersedes any previous oral or written agreement, understanding, discussion, or other documentation to the contrary.
4. Construction. This Assignment is governed by Texas law.



"ASSIGNOR"

"ASSIGNEE"

By: Rafael Ortega
Rafael Ortega

By: La Michoacana Meat Market TM Holdings, LLC
La Michoacana Meat Market TM Holdings, LLC

SCHEDULE A

TRADEMARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
DONDE USTED SIEMPRE GANA	77/903477	12/31/2009	3,912,972	2/1/2011
MEAT MARKET & DESIGN  MEAT MARKET 	77/903501	12/31/2010	3,915,824	2/8/2011