

## 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																	
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Calendarios y Pasatiempos, S.A. de C.V.</td> <td></td> <td>11/02/2013</td> <td>CORPORATION: MEXICO</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Calendarios y Pasatiempos, S.A. de C.V.		11/02/2013	CORPORATION: MEXICO						
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<table border="1"> <tr> <td>Name:</td> <td>Martha Maria Sanchez Quiroz</td> </tr> <tr> <td>Street Address:</td> <td>Acceso II No. 20</td> </tr> <tr> <td>Internal Address:</td> <td>Fraccionamiento Ind, Benito Juarez</td> </tr> <tr> <td>City:</td> <td>Santiago de Queretaro, Qro.</td> </tr> <tr> <td>State/Country:</td> <td>MEXICO</td> </tr> <tr> <td>Postal Code:</td> <td>76120</td> </tr> <tr> <td>Entity Type:</td> <td>INDIVIDUAL: MEXICO</td> </tr> </table>				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
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Serial Number:	85910893	LOTERIA															
CORRESPONDENCE DATA																	
<p>Fax Number: 3125786666  <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 3125786689        Email: scott.petersen@hklaw.com        Correspondent Name: Scott W. Petersen c/o Holland &amp; Knight        Address Line 1: 131 South Dearborn Street        Address Line 2: 30th Floor        Address Line 4: Chicago, ILLINOIS 60603</p>																	
ATTORNEY DOCKET NUMBER:	096682.00011																
DOMESTIC REPRESENTATIVE																	

OP \$40.00 85910893

Name: Scott W. Petersen c/o Holland & Knight  
Address Line 1: 131 South Dearborn Street  
Address Line 2: 30th Floor  
Address Line 4: Chicago, ILLINOIS 60603

NAME OF SUBMITTER:

Scott W. Petersen

Signature:

/Scott W. Petersen/

Date:

11/06/2013

Total Attachments: 2

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## A S S I G N M E N T

WHEREAS, Calendarios y Pasatiempos, S.A. de C.V., a Mexican corporation, having secured an application in the United States for the following trademark:

<u>Trademark</u>	<u>Application No.</u>
LOTERIA & Design	85/910,893

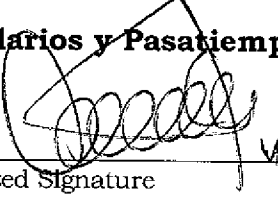
Martha Maria Sanchez Quiroz, a citizen of Mexico, Acceso II No. 20, Fraccionamiento Ind, Benito Juarez, Santiago de Queretaro, Qro.76120, Mexico, is desirous of acquiring said trademark and registration thereof, and the good will of the business associated therewith and the part of the business with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

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

IN WITNESS WHEREOF, Calendarios y Pasatiempos, S.A. de C.V. has caused this Assignment to be executed on this 7 day of November, 2013.

ASSIGNOR:

**Calendarios y Pasatiempos, S.A. de C.V.**

  
Authorized Signature

Luis Landin / President.  
Printed Name and Title

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