

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
Marfood USA, Inc.		01/07/2014	CORPORATION: MICHIGAN

RECEIVING PARTY DATA	
Name:	Seara Alimentos Ltda.
Street Address:	Av. Vereador Abrahao Joao Francisco
Internal Address:	3655 - Dom Bosco
City:	Itajal, SC
State/Country:	BRAZIL
Postal Code:	88307-303
Entity Type:	limited company: BRAZIL

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Serial Number:	85024088	SEARA
Serial Number:	85024096	SEARA
Serial Number:	85456681	SEARA
Serial Number:	85457068	SEARA
Serial Number:	85541971	SEARA TASTE IS OUR FIELD
Serial Number:	85542007	TASTE IS OUR FIELD

CORRESPONDENCE DATA	
Fax Number:	9547041588
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	954-704-1599
Email:	trademarks@mayback.com
Correspondent Name:	Catherine F. Hoffman
Address Line 1:	5722 So. Flamingo Road #232
Address Line 4:	Fort Lauderdale, FLORIDA 33330

OP \$165.00 85024088

TRADEMARK

ATTORNEY DOCKET NUMBER:

MC ARAUJO/SEARA/TMS

DOMESTIC REPRESENTATIVE

Name: Mayback & Hoffman, P.A.
Address Line 1: 5722 So. Flamingo Road #232
Address Line 4: Fort Lauderdale, FLORIDA 33330

NAME OF SUBMITTER:

Catherine F. Hoffman

Signature:

/catherine f hoffman/

Date:

01/23/2014

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (the "Assignment") is entered as of this 7th day of January, 2014, by and between Marfood USA, Inc., a Michigan corporation, with place at 21655 Trolley Industrial Drive Taylor Michigan 48180 (hereinafter referred to as "Assignor"), and Seara Alimentos Ltda., a Brazilian limited company, with a place of business at: Av. Vereador Abrahão João Francisco, 3655 - Dom Bosco - 88307-303 - Itajaí - SC - Brazil (hereinafter referred to as "Assignee").

WHEREAS, Assignee is successor to that portion of Assignor's ongoing and existing business to which the marks which are the object of this Assignment pertain, and Assignor and Assignee have agreed to assign certain assets of the Assignor which include, among others, the trademarks and the trademark applications listed on the attached Schedule A which are pending before the U.S. Patent and Trademark Office (the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the Trademarks, and Assignor has agreed to assign to Assignee its entire worldwide right, title and interest in, to and under the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks;

NOW THEREFORE, and incorporating all above paragraphs as part of this agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys to Assignee its entire worldwide right, title and interest in, to and under the Trademarks; and any associated applications and registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademarks, and all rights and causes of action to recover past, present or future damages, royalties, fees, profits or other relief, including but not limited to, equitable and injunctive relief ensuing from infringement of the Trademarks.

Assignor further represents and warrants that it has not transferred, assigned, hypothecated or granted a security interest in the Trademarks to any third party.

Assignor further represents and warrants that it has the full right to sell, transfer, and assign the Trademarks to Assignee, and has good and marketable title thereto, free and clear of all liens. Following this Assignment, Assignee will be the lawful owner of, and have good title to, the Trademarks, free and clear of all liens.

Further, Assignor agrees to execute and provide promptly after the execution hereof, such further instruments, documents or assignments as may be reasonably necessary to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee its rights in, to and under the Trademarks.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed and delivered as of the date first above written.

ASSIGNOR

Marfood USA, Inc.

By: 

Name: MARIOS ANTONIO MAGINA DOS SANTOS

Title: CEO / CMO

ASSIGNEE

Seara Alimentos, Ltda.



By: 

Name: ALMIR NTERUCK

Title: DIRECTOR



SCHEDULE A

Mark	Filing Date	Application Serial No.	Int'l Class(es)
SEARA (standard character mark)	April 27, 2010	85/024,088	29
	April 27, 2010	85/024,086	29
SEARA (standard character mark)	October 26, 2011	85/456,681	29
	October 26, 2011	85/457,088	29
SEARA TASTE IS OUR FIELD (standard character mark)	February 14, 2012	85/541,971	29 and 36
TASTE IS OUR FIELD (standard character mark)	February 14, 2012	85/542,007	29 and 36

