

TRADEMARK ASSIGNMENT

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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
	Benny M Segredo		09/28/2013
	Jose R Torres Ulloa		09/28/2013
RECEIVING PARTY DATA			
Name:	El Tizoncito, S.A. de C.V.		
Street Address:	Tamaulipas No. 122, Colonia Condesa		
City:	Mexico		
State/Country:	MEXICO		
Postal Code:	06140		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3620123	EL TIZÓN
CORRESPONDENCE DATA			
Fax Number:	3129774405		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
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Correspondent Name:	Susan Meyer c/o Ungaretti & Harris LLP		
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Address Line 2:	Suite 3500, Attn.: IP TM Docket		
Address Line 4:	Chicago, ILLINOIS 60602-4224		
ATTORNEY DOCKET NUMBER:	1004807-8006		
DOMESTIC REPRESENTATIVE			
Name:	Susan Meyer c/o Ungaretti & Harris LLP		

CH \$40.00 3620123

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Address Line 2: Ste. 3500, Attn.: IP TM Docket
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NAME OF SUBMITTER:	Susan Meyer
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Signature:	/Susan Meyer/
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Date:	02/19/2014
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Total Attachments: 1 source=1004807 Assignment Doc#page1.tif

ASSIGNMENT OF TRADEMARKS

This Assignment of the Trademarks (this "Assignment") is made as of the 20 day of September, 2013 by and between Benny M. Sagredo and Jose R. Torres Ulloa, both individuals residing in Illinois ("Assignors"), and El Tizoncito, S.A. de C.V., a Mexican corporation ("Assignee").

WHEREAS Assignors have used the following trademark which is registered in the United States Patent and Trademark Office:

<u>MARK</u>	<u>REGISTRATION NUMBER</u>
EL TIZON and Design	3620123

WHEREAS, Assignee desires to acquire the entire right, title, and interest in and to the above-mentioned trademark, all related registrations and applications, and all other trademarks, service marks, trade dress, copyrights, and intellectual property employing such trademark in which Assignors have an interest, whether or not registered, anywhere in the world (collectively, the "Marks").

WHEREAS, Assignee desires to acquire the Marks and the good will associated therewith; and

NOW THEREFORE, in consideration of the mutual covenants, agreements, representations and warranties contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties to agree as follows:

1. Assignors do hereby assign unto Assignee all right, title, and interest in and to the Marks, together with the good will of the business symbolized by the Marks.

2. This Agreement shall not be modified or amended except by an instrument in writing signed by or on behalf of the parties. This Agreement shall inure to the benefit of, and be binding upon, the parties and their respective successors and assigns.

IN WITNESS WHEREOF, the parties have duly executed this Assignment of the Marks as of the date first above written.

Benny M. Sagredo (Assignor)



El Tizoncito, S.A. de C.V.

By: 
Name:
Its:

Jose R. Torres Ulloa (Assignor)

