

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM309255

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/19/2013

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
IBE Business Enterprise AG		06/25/2014	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	International Business Enterprise, S. de R.L. de C.V.
Street Address:	Calzada Lazaro Cardenas 185
Internal Address:	Parque Industrial Lagunero
City:	Gomez Palacio, Durango
State/Country:	MEXICO
Postal Code:	35077
Entity Type:	CORPORATION: MEXICO

PROPERTY NUMBERS Total: 48

Property Type	Number	Word Mark
Serial Number:	77923591	ALIMENTAMOS TODA LA VIDA
Serial Number:	77912888	LALA
Serial Number:	77923629	NOURISHMENT FOR LIFE
Serial Number:	77923610	WE NURTURE FOR A LIFETIME
Serial Number:	85455958	BREAK
Serial Number:	85456004	BREAK
Serial Number:	85456534	NUEVO BREAK PIÑA COCO
Serial Number:	85456498	NUEVO BREAK FRUTOS EXTREMOS
Serial Number:	85456557	NUEVO BREAK FRESA
Serial Number:	85399575	MAS DE LO BUENO
Serial Number:	85399614	DISFRUTA MAS DE LO BUENO
Serial Number:	85412406	LALA BIOBALAN.CE
Serial Number:	85412430	LALA BIOBALAN.CE PROBIÓTICO Y FIBRA
Serial Number:	85412438	LALA BIOBALAN.CE PROBIÓTICO Y FIBRA
Serial Number:	85412444	LALA BIOBALAN.CE PROBIÓTICO Y FIBRA
Serial Number:	85412450	LALA BIOBALAN.CE PROBIÓTICO Y FIBRA
Serial Number:	85412454	LALA BIOBALAN.CE PROBIÓTICO Y FIBRA

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85413400	LALA BIOBALAN.CE PROBIÓTICO Y FIBRA
Serial Number:	85413424	LALA BIOBALAN.CE PROBIÓTICO Y FIBRA
Serial Number:	85625672	LALA CULT
Serial Number:	85603740	LALA CULT
Serial Number:	85668806	PETIZOO
Serial Number:	85829970	NOURISHMENT FOR A LIFETIME
Serial Number:	85723635	BIOBALANCE
Serial Number:	85103933	LALA PROACTIVE
Serial Number:	85037652	LALA VIVE!
Serial Number:	85037681	BIFIDUS VITELLE HELPS REGULATE YOUR DIGE
Serial Number:	77271994	BIFIDUS VITELLE
Serial Number:	78479875	CHOCO LALA
Serial Number:	77020033	
Serial Number:	77576055	
Serial Number:	78884513	EL QUESO DE BUENA LECHE
Serial Number:	78979406	LALA
Serial Number:	78539780	LALA
Serial Number:	76373159	LALA
Serial Number:	77801229	LALA
Serial Number:	77187630	LALA LICUADO
Serial Number:	77187634	LALA LICUADO DE YOGHURT
Serial Number:	77565936	LALA SIEMPRE A TU LADO
Serial Number:	78980510	LALA VIVE
Serial Number:	77187624	LALACULT
Serial Number:	76220046	OOO-LA-LA CREME
Serial Number:	78763314	POR ENCIMA DE TODO CREMA LALA
Serial Number:	78920100	ULTRA LALA
Serial Number:	78479879	YOMI LALA
Serial Number:	78979924	YOMI LALA
Serial Number:	77724986	
Serial Number:	77725014	

CORRESPONDENCE DATA

Fax Number: 9999999999

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 011525550952031

Email: jmurphy@aml.com.mx

Correspondent Name: John M. Murphy

Address Line 1: 5802 Bob Bullock (Loop 20)

TRADEMARK

REEL: 005313 FRAME: 0100

Address Line 2: Building C1-56Y1
Address Line 4: Laredo, TEXAS 78041

DOMESTIC REPRESENTATIVE

Name: John M. Murphy
Address Line 1: 5802 Bob Bullock (Loop 20)
Address Line 2: Building C1-56Y1
Address Line 4: Laredo, TEXAS 78041

NAME OF SUBMITTER: John M. Murphy

SIGNATURE: /John M. Murphy/

DATE SIGNED: 07/01/2014

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** ("Assignment") was executed on the dates indicated beneath each signature by **IBE BUSINESS ENTERPRISE, AG**, a Swiss corporation with offices at Baarestrasse 86, 6300 Zug, Switzerland ("Assignor"), and **INTERNATIONAL BUSINESS ENTERPRISE, S de R.L. de C.V.**, a Mexican corporation with offices at Calzada Lázaro Cárdenas 185, Parque Industrial Lagunero, Gómez Palacio, Durango, México 35077 ("Assignee"). This assignment is effective *nunc pro tunc* as of **December 19, 2013** (the "Effective Date").

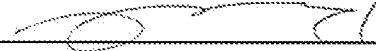
Assignee acknowledges that for good and valuable consideration, receipt of which is acknowledged, Assignor has assigned to it, *nunc pro tunc*:

1. All right, title and interest, in the United States of America, in the trademarks identified in **Exhibit A**;
2. That part of the goodwill of the business, in the United States of America, connected with the use of and symbolized by the marks identified in **Exhibit A**;
3. The portion of the ongoing and existing business of Assignor, in the United States of America, to which the marks identified in **Exhibit A** pertains;
4. The trademark applications and registrations identified in **Exhibit A**;
5. All income, royalties, damages and payments now and hereafter due or payable with respect to the marks identified in **Exhibit A**, including without limitation damages and payments for past or future infringement, dilution or misappropriation of the rights associated with these marks throughout the world;
6. The right to sue for past, present and future infringement and other claims related to the marks identified in **Exhibit A**; and
7. The right to register the marks identified in **Exhibit A**.

At the request of Assignee, Assignor will, at its own cost and expense, testify and provide evidence on behalf of Assignee or its designees in matters involving the marks identified in **Exhibit A** and do all other lawful acts necessary to carry out the intent of this Assignment.

ASSIGNOR

IBE BUSINESS ENTERPRISE, AG

By: 

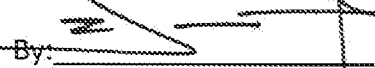
Name: Rodolfo René Aranda Cobos

Title: Attorney in Fact

Date: 25/06/14

ASSIGNEE

INTERNATIONAL BUSINESS ENTERPRISE S. DE R.L. DE C.V.

By: 

Name: Efraín Tapia Córdova

Title: Legal Representative

Date: June 25, 2014

EXHIBIT A
LIST OF TRADEMARKS

1	ALIMENTAMOS TODA LA VIDA	77923591	pending	29/01/2010	29
2	LALA	77912888	pending	15/01/2010	30
3	NOURISHMENT FOR LIFE	77923629	pending	29/01/2010	29
4	WE NURTURE FOR A LIFETIME	77923610	pending	29/01/2010	29
5	BREAK	85455998	pending	25/10/2011	29
6	BREAK & DESIGN	85456004	pending	25/10/2011	29
7	BREAK & DESIGN PIÑA	85456534	pending	25/10/2011	29
8	BREAK & DESIGN FRUTOS EXTREMOS	85456498	pending	25/10/2011	29
9	BREAK & DESIGN FRESA	85456557	pending	25/10/2011	29
10	MAS DE LO BUENO	85399575	pending	16/08/2011	29
11	DISFRUTA MAS DE LO BUENO	85399614	pending	16/08/2011	29
12	LALA BIOBALAN.CE (word mark)	85412406	pending	31/08/2011	29
13	LALA BIOBALAN.CE (ciruela)	85412430	pending	31/08/2011	29
14	LALA BIOBALAN.CE (piña)	85412438	pending	31/08/2011	29
15	LALA BIOBALAN.CE (papaya)	85412444	pending	31/08/2011	29
16	LALA BIOBALAN.CE (frutos secos)	85412450	pending	31/08/2011	29
17	LALA BIOBALAN.CE (arandano)	85412454	pending	31/08/2011	29
18	LALA BIOBALAN.CE (ciruela grande)	85413400	pending	01/09/2011	29
19	LALA BIOBALAN.CE (fresa grande)	85413424	pending	01/09/2011	29
20	DISEÑO 3D BOTELLA LALA CULT	85625872	pending	15/05/2012	29
21	LALA CULT Y DISEÑO	85603740	pending	20/04/2012	29
22	PETIZOO	83668806	pending	04/07/2012	29
23	NOURISHMENT FOR A LIFETIME		pending	23/01/2013	29
24	BIOBALANCE	85723635	pending	07/09/2012	29
25	LALA PROACTIVE	85103933	4143403	07/09/2012	29
26	LALA VIVE y Diseño	85037652	4067232	13/05/2010	29
27	BIFIDUS VITELLE y Diseño	85037581	4067233	13/05/2010	29
28	BIFIDUS VITELLE	77271994	3532060	05/09/2007	29
29	CHOCO LALA	78479875	3182531	07/09/2004	29
30	DISEÑO DE LICUADORA	77020033	3407837	12/10/2006	29, 32
31	DISEÑO DE MARIPOSA	77576055	3664946	22/09/2008	29
32	EL QUESO DE BUENA LECHE	78884513	3386326	16/05/2006	29
33	LALA	78979406	3383435	16/06/2006	29, 32
34	LALA y Diseño	78539780	3319712	29/12/2004	29
35	LALA y Diseño	78373159	2829118	21/02/2002	29
36	LALA y Diseño	77801229	3766897	10/08/2006	29
37	LALA LICUADO	77187630	3702035	22/05/2007	29
38	LALA LICUADO DE YOGHURT	77187534	3835877	23/05/2007	29
39	LALA SIEMPRE A TU LADO y Diseño	77565936	3687274	09/09/2008	29

40	LALA VIVE	78980510	3514381	07/09/2004	29
41	LALACULT	77187624	3513424	22/05/2007	29
42	OOO-LA-LA CREME	76220046	2759600	05/03/2001	29
43	POR ENCIMA DE TODO CREMA LALA	76763314	3362321	30/11/2005	29
44	ULTRA LALA	78920100	3260686	29/06/2006	29
45	YOMI LALA	78479879	3442231	07/09/2004	29
46	YOMI LALA y Diseño	78979924	3420786	30/11/2005	29
47	YOMI Diseño	77724966	3714979	29/04/2009	29
48	YOMI PATINETA Diseño	77725014	3714984	29/04/2009	29