

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM331292

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MR SERGIO PONCE FLORES		10/31/2014	INDIVIDUAL: MEXICO
MR GERARDO PADILLA FLORES		10/31/2014	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	MR JOSE SAAVEDRA GOMEZ		
Street Address:	Hidalgo No. 1022 Nte., Col. Centro		
City:	San Nicolas de los Garza, NL		
State/Country:	MEXICO		
Postal Code:	66400		
Entity Type:	INDIVIDUAL: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4445893	LIMITE	
CORRESPONDENCE DATA			
Fax Number:	5055594425		
<i>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.</i>			
Email:	etorresmt@gmail.com		
Correspondent Name:	Elsa Torres		
Address Line 1:	1209 San Dario Ave, PMB A-215		
Address Line 4:	Laredo, TEXAS 78040		
DOMESTIC REPRESENTATIVE			
Name:	Elsa Torres		
Address Line 1:	1209 San Dario Ave, PMB A-215		
Address Line 4:	Laredo, TEXAS 78040		
NAME OF SUBMITTER:	Jose Saavedra Gomez		
SIGNATURE:	/Jose Saavedra Gomez/		
DATE SIGNED:	02/05/2015		

OP \$40.00 4445893

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Agreement is by and between SERGIO PONCE FLORES y GERARDO PADILLA FLORES ("Assignors"), and JOSE SAAVEDRA GOMEZ ("Assignee").

WHEREAS, Assignors, are the owners of the trademark registration number 4445893, identified as "LIMITE; (the "Trademark"); and

WHEREAS, Assignee wish to acquire the entire rights, title, and interest in the Trademarks,

NOW, the parties agree as follows:

1. Assignment. Assignors do hereby irrevocably assign to Assignee all rights, title, and interest (including but not limited to, all registration rights with respect to the Trademark, all rights to prepare derivative marks, all goodwill and all other rights, in and to the Trademark.

2. Consideration. In consideration for the assignment set forth in Section 1, Assignee shall pay the Assignors the sum of \$ 1.00, payable on October 31, 2014.

3. Representations and Warranties. Assignor represents and warrants to Assignees:

- (a) Assignor has the right, power and authority to enter into this Agreement;
- (b) Assignor is the exclusive owner of all rights, title and interest, including all intellectual property rights, in the Trademarks;
- (c) The Trademark is free of any liens, security interests, encumbrances or licenses;
- (d) The Trademark does not infringe the rights of any person or entity;
- (e) There are no claims, pending or threatened, with respect to Assignors' rights in the Trademark;
- (f) This Agreement is valid, binding and enforceable in accordance with its terms and
- (g) Assignors are not subject to any agreement, judgment or order inconsistent with the terms of this Agreement.

4. Attorney's Fees. Should either party hereto, or any heir, personal representative, successor or assign of either party hereto, resort to litigation to enforce this Agreement, the party prevailing in such litigation shall be entitled, in addition to such other relief as may be granted, to recover its or their reasonable attorneys' fees and costs in such litigation from the party against whom enforcement was sought.

5. **Entire Agreement.** This Agreement, contains the entire understanding and agreement between the parties hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them respecting the subject matter hereof.

6. **Amendment.** This Agreement may be amended only in writing signed by both parties.

7. **Severability.** If any term, provision, covenant condition of this Agreement, or the application thereof to any person, place or circumstance, shall be held by a court of competent jurisdiction to be invalid, unenforceable or void, the remainder of this Agreement and such term, provision, covenant or condition as applied to other persons, places and circumstances shall remain in full force and effect.

8. **Agreement to Perform Necessary Acts.** Assignees agree not to perform any further acts and execute and deliver any documents that may be reasonably necessary to carry out the provisions of this Agreement.

9. **Governing Law.** This Agreement shall be construed in accordance with and all actions arising hereunder and shall be governed by the laws of the State of New Mexico.

Date: October 31, 2014

ASSIGNEE



JOSE SAAVEDRA GOMEZ

ASSIGNOR



SERGIO PONCE FLORES

ASSIGNOR



GERARDO PADILLA FLORES