

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332157

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	LICENSE		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mr. Ignacio Michel Velasco		01/19/2015	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	Mr. Pablo Ignacio Michel Ontiveros		
Street Address:	Andres Quintana Roo No. 1611		
Internal Address:	Guadalupana		
City:	Guadalajara		
State/Country:	MEXICO		
Postal Code:	44260		
Entity Type:	INDIVIDUAL: MEXICO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3716309	MICHEL	
Registration Number:	3747515	MICHEL LA GUADALUPANA	
Registration Number:	2138531	MICHEL	
CORRESPONDENCE DATA			
Fax Number:	4122022445		
<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>			
Phone:	(412) 642-2023		
Email:	legal@aailawfirm.com		
Correspondent Name:	Andrew D. Glasgow, Esquire		
Address Line 1:	527 Court Place		
Address Line 2:	Cambridge Building		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15219		
NAME OF SUBMITTER:	Andrew D. Glasgow, Esquire		
SIGNATURE:	/Andrew D. Glasgow/		
DATE SIGNED:	02/13/2015		
Total Attachments: 2			
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source=Ignacio Michel Velasco to Pablo Ignacio Michel Ontiveros#page2.tif			


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TRADEMARK LICENSE AGREEMENT

THIS TRADEMARK LICENSE AGREEMENT is by and between **MR. IGNACIO MICHEL VELASCO** (the "Licensor") and **MR. PABLO IGNACIO MICHEL ONTIVEROS** as (the "Licensee").

PARTIES:

1. The undersigned **MR. IGNACIO MICHEL VELASCO**, a Mexican Individual, having his address at Quintana Roo No. 1552, Guadalupeana, Guadalajara, Mexico, Zip Code 44260, who declares owns the following trademarks in United States of America:

US REGISTRATION NO.	TRADEMARK NAME	LOGO	CLASS	DATE OF THE CERTIFICATE
3716309	MICHEL		29, 30	Nov. 24, 2009
3747515	MICHEL LA GUADALUPANA		30	Feb. 09, 2010
2138531	MICHEL		30	Feb. 24, 1998

These Trademarks will be named all together as the TRADEMARKS.

2. **MR. PABLO IGNACIO MICHEL ONTIVEROS** a Mexican Individual, having his address at Andrés Quintana Roo No. 1611, Guadalupeana, Guadalajara, Mexico, Zip Code 44260, involved in commerce as a manufacture and dealer of different products in Mexico and abroad.

HEREBY THE PARTIES UNDERTAKE THE FOLLOWING AGREEMENTS:

1. The LICENSOR grants to the LISENSEE the empowering to use the TRADEMARKS in United States of America with respect the goods protected under each US registration Number.

2. The parties agree that license of the TM will be valid for a period of 20 years from the date of the signature of this agreement. The parties agree that any of them could revoke this agreement as pleasure.

3. The LICENSOR will not receive from the LISENSEE as a consideration for this agreement any amount. The LICENSOR could agree with the LISENSEE at any time any amount of consideration under this agreement.

4. The parties agree that this agreement shall be exclusively.



EXECUTED and DELIVERED by Assignor to have effect from and after the date of the present Assignment.

Signature: Ignacio Michel
MR. IGNACIO MICHEL VELASCO (the "Licensor")

Signature: Pablo Michel
MR. PABLO IGNACIO MICHEL ONTIVEROS (the "Licensee").

Guadalajara, México; January 19, 2015