

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM338189

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Armando Ernesto Dollero Figueroa		04/01/2015	INDIVIDUAL: MEXICO
Carlo Dollero Figueroa		04/01/2014	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	Shasa Trademark Holding LLC		
Street Address:	1675 South State Street, Suite B		
City:	Dover		
State/Country:	DELAWARE		
Postal Code:	19901		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4182188	SH	
Registration Number:	4369167	SHASA	
CORRESPONDENCE DATA			
Fax Number:	2062046262		
<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:	2062046200		
Email:	docketing@bgllp.com, erin.hennessy@bgllp.com, jennifer.ashton@bgllp.com, lily.mckenzie@bgllp.com, edgar.cantu@bgllp.com		
Correspondent Name:	Erin S. Hennessy		
Address Line 1:	701 Fifth Avenue, Suite 6200		
Address Line 4:	Seattle, WASHINGTON 98104		
NAME OF SUBMITTER:	Erin S. Hennessy		
SIGNATURE:	/Erin S. Hennessy/		
DATE SIGNED:	04/14/2015		
Total Attachments: 7			
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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Armando Ernesto Dollero Figueroa and Carlo Dollero Figueroa ("Assignors"), citizens of Mexico, have common law rights in the marks that are the subject of this assignment and as shown in the attached Exhibit(s) and;

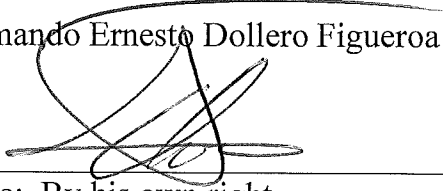
WHEREAS Assignors are the owners of the U.S. trademark/service mark Registrations set forth in Exhibit 1 and the Mexican Trademark Registrations and Applications set forth in Exhibit 2 and incorporated herein by reference;

WHEREAS, Shasa Trademarks Holding LLC ("Assignee"), a Delaware limited liability company with its principal place of business at 1675 South State Street, Suite B, in the City of Dover, County of Kent, in the State of Delaware, 19901, is desirous of acquiring said common law rights, registrations, applications and the goodwill associated therewith;


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors does hereby assign unto Assignee all right, title and interest in and to the marks Registrations and Applications set forth in Exhibits 1 and 2 and the goodwill appurtenant thereto.

Signed this 1st day of APRIL, 2015.

Armando Ernesto Dollero Figueroa

By 
Title: By his own right

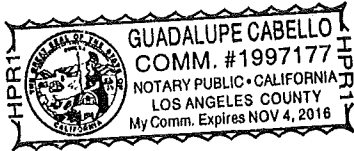
Carlo Dollero Figueroa

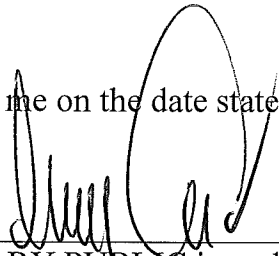
By 
Title: By his own right

STATE OF CALIFORNIA)
)
COUNTY OF LOS ANGELES) SS.

On the 1ST day of APRIL, 2015, before me personally appeared Carlo Dollero Figueroa, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he has signed said instrument as a free act by his own right.

SUBSCRIBED AND SWORN to before me on the date stated above.



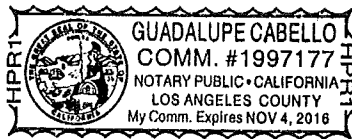


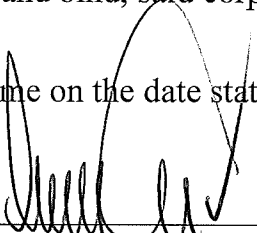
NOTARY PUBLIC in and for the State of
CALIFORNIA, residing at LOS ANGELES
My Appointment Expires: 11/04/2016

STATE OF CALIFORNIA)
)
COUNTY OF LOS ANGELES) SS.

On the 1ST day of APRIL, 2015, before me personally appeared Armando Ernesto Dollero Figueroa, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he is the Manager of Shasa Trademarks Holding LLC, the corporation described in and which executed the foregoing instrument, that he has signed said instrument as a free act on behalf of said corporation, and that he has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.





NOTARY PUBLIC in and for the State of
CALIFORNIA, residing at LOS ANGELES
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EXHIBIT 1
UNITED STATES TRADEMARK REGISTRATIONS

TRADEMARK	Application No.	Registration No.	Filing date	Issuance date	Next Renewal	Status	Classes
SH (y diseño)	85/416,468	4,182,188	07/09/2011	31/07/2012	31/07/2022	In force	9, 14, 26
SHASA (y diseño)	85/413,777	4,369,167	02/09/2011	16/07/2013	16/07/2023	In force	3, 9, 14, 18, 25, 26, 35

EXHIBIT 2

MEXICAN TRADEMARK REGISTRATIONS AND APPLICATIONS

TRADEMARK	Application No.	Registration No.	Filing Date	Issuance Date	Next Renewal	Status	Class
SHASA (y Diseño)	1078342	-	29/03/2010	-	-	Pending	3-I
SH SHASA (y Diseño)	1234992	-	13/12/2011	-	-	Pending	3-I
SHASA ACCESORIES	1238397	-	02/01/2012	-	-	Pending	14-I
SH (y Diseño)	1216947	1272897	04/10/2011	09/03/2012	04/10/2021	In force	35-I
SHASA (y Diseño)	1225468	1277851	07/11/2011	09/04/2012	07/11/2021	In force	9-I
SH (y Diseño)	1225469	1277852	07/11/2011	09/04/2012	07/11/2021	In force	9-I
SH SHASA (y Diseño)	1234993	1285336	13/12/2011	15/05/2012	13/12/2021	In force	18-I
SH SHASA (y Diseño)	1234994	1285337	13/12/2011	15/05/2012	13/12/2021	In force	25-I
SH SHASA (y Diseño)	1234996	1285338	13/12/2011	15/05/2012	13/12/2021	In force	35-I
LA SHASA	1250536	1296832	20/02/2012	11/07/2012	20/02/2022	In force	25-I
SHASA (y Diseño)	1347193	1376526	11/02/2013	21/06/2013	11/02/2023	In force	38-I
SHASA (y Diseño)	1347191	1398663	11/02/2013	24/09/2013	11/02/2023	In force	40-I
SHASA (y Diseño)	1347194	1413455	11/02/2013	26/11/2013	11/02/2023	In force	16-I
SHASA (y Diseño)	1347195	1414281	11/02/2013	27/11/2013	11/02/2023	In force	24-I
SHASA (y Diseño)	1347192	1416895	11/02/2013	02/12/2013	11/02/2023	In force	39-I