

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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ETAS ID: TM341733

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lyon Advertising, Inc.		05/19/2015	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Paqui LLC		
Street Address:	9600 Escarpment Boulevard, #745-28		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78749		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	4612797	VERY VERDE GOOD	
Registration Number:	4525256	HAUNTED GHOST PEPPER	
Registration Number:	4470009	STREET CORN	
Registration Number:	4458029	ORIGINAL DELIGHTS	
Registration Number:	4421577	COWBOY RANCH	
Registration Number:	3923576	PAQUI	
Registration Number:	3923575	PAQUI	
Registration Number:	3842080	HOMEMADE HAPPINESS	
Registration Number:	3838304	PAQUI	
Registration Number:	3841944	PAQUI	
Serial Number:	86312755	HATCH CHILE HARVEST	
Serial Number:	86418999	HOMEMADE HORROR	
Serial Number:	86525910	FRESH FROM AUSTIN, TEXAS	
CORRESPONDENCE DATA			
Fax Number:	6175231231		
<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:	6175701000		
Email:	tadmin@goodwinprocter.com		

OP \$340.00 4612797

Correspondent Name: Ryan E. Thomas
Address Line 1: Goodwin Procter LLP
Address Line 2: Exchange Place, 53 State Street
Address Line 4: Boston, MASSACHUSETTS 02109-2881

ATTORNEY DOCKET NUMBER: 131687/239146

NAME OF SUBMITTER: Ryan E. Thomas

SIGNATURE: /RET/

DATE SIGNED: 05/19/2015

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”), dated as of May 19, 2015, is by and between Lyon Advertising, Inc., a corporation organized under the laws of Texas, with its principal place of business located at 9600 Escarpment Boulevard, #745-28, Austin, Texas 78749 (“Assignor”), and Paqui LLC, a limited liability company organized under the laws of Texas, with its principal place of business located at 9600 Escarpment Boulevard, #745-28, Austin, Texas 78749 (“Assignee”).

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names set forth on Exhibit A attached hereto and incorporated herein by reference (the “Marks”);

WHEREAS, Assignor now intends to assign, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the foregoing premises and covenants, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,

1. Assignor does hereby assign, transfer and set over to Assignee all right, title, and interest in and to the Marks, together with any and all applications and registrations therefor, and all of the goodwill symbolized thereby and appurtenant thereto.

2. Assignor does also hereby assign, sell, transfer and set over unto Assignee all claims for damages for reason of past or current infringement of the Marks, as well as the right to sue for and collect the same for its own use and enjoyment.

3. Assignor further authorizes the Director of the United States Patent & Trademark Office, and any official of any U.S. state or states, or any country or countries foreign to the United States, whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this instrument.


IN WITNESS WHEREOF, the undersigned has executed this Assignment as a sealed instrument as of the date first above written.

Assignor:

Assignee:

LYON ADVERTISING, INC.,

PAQUI LLC,

By:  _____
Name: Douglas Lyon
Title: Chief Executive Officer


By:  _____
Name: Douglas Lyon
Title: Vice President

Exhibit A
Marks

Registrations		
Mark	Registration No.	Registration Date
VERY VERDE GOOD	4612797	09/30/2014
HAUNTED GHOST PEPPER	4525256	05/06/2014
STREET CORN	4470009	01/21/2014
ORIGINAL DELIGHTS	4458029	12/31/2013
COWBOY RANCH	4421577	10/22/2013
PAQUI	3923576	02/22/2011
PAQUI	3923575	02/22/2011
HOMEMADE HAPPINESS	3842080	08/31/2010
PAQUI	3838304	08/24/2010
PAQUI	3841944	08/31/2010

Applications		
Mark	Serial No.	Filing Date
HATCH CHILE HARVEST	86312755	06/18/2014
HOMEMADE HORROR	86418999	10/09/2014
FRESH FROM AUSTIN, TEXAS	86525910	02/05/2015