

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM343304

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AÇUCAREIRA ZILLO LORENZETTI S/A		06/01/2015	CORPORATION: BRAZIL
RECEIVING PARTY DATA			
Name:	AÇUCAREIRA QUATA S/A		
Street Address:	Rua 15 de Novembro, 865		
Internal Address:	Lencois Paulista		
City:	Sao Paulo		
State/Country:	BRAZIL		
Postal Code:	CEP 18680-900		
Entity Type:	CORPORATION: BRAZIL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3635753	HICELL	
CORRESPONDENCE DATA			
Fax Number:	2126618002		
<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:	212-661-8000		
Email:	lberrios@Imiplaw.com		
Correspondent Name:	JONATHAN MYERS		
Address Line 1:	30 Broad Street		
Address Line 2:	21st Floor		
Address Line 4:	NEW YORK, NEW YORK 10004		
ATTORNEY DOCKET NUMBER:	09592M PATC		
DOMESTIC REPRESENTATIVE			
Name:	JONATHAN MYERS		
Address Line 1:	30 BROAD STREET		
Address Line 2:	21ST FLOOR		
Address Line 4:	NEW YORK, NEW YORK 10004		
NAME OF SUBMITTER:	Jonathan Myers		

OP \$40.00 3635753

SIGNATURE:	/jonathan myers/
DATE SIGNED:	06/03/2015
Total Attachments: 1 source=HICELL REF TM09592 EEUU#page1.tif	

09592M

ASSIGNMENT

Whereas **AÇUCAREIRA ZILLO LORENZETTI S/A**, a corporation of Brazil, located at Lencois Paulista, Rua 15 de Novembro, 865, Sao Paulo, BRAZIL, CEP 18680-900, has adopted, used and is using the mark

– **HICELL& DESIGN** – registration 3,635,753 issued June 9, 2009

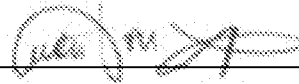
and

Whereas **AÇUCAREIRA QUATA S/A**, a corporation of Brazil, located at Lencois Paulista, Rua 15 de Novembro, 865, Sao Paulo, BRAZIL, CEP 18680-900, is desirous of acquiring said mark and the registration resulting therefrom;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, **AÇUCAREIRA ZILLO LORENZETTI S/A** does hereby assign unto **AÇUCAREIRA QUATA S/A** all right, title and interest in and to said marks, together with the good will of the business symbolized by the mark, and the registration resulting therefrom.

AÇUCAREIRA ZILLO LORENZETTI S/A,

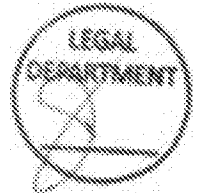
By: _____



Name:

Mr. Antônio Zosé ZILLO

Title: CEO



Date: June 01, 2015