

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM352438

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Vilore Foods Company, Inc.		07/31/2015	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Comercializadora Eloro, S.A.		
<b>Street Address:</b>	Ant. Carr. Mexico Pachuca Km. 12.5		
<b>City:</b>	Ecatepec de Morelos, Edo. de Mexico		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	55340		
<b>Entity Type:</b>	CORPORATION: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2172995		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2128135901		
<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>			
<b>Phone:</b>	212 813 5900		
<b>Email:</b>	assignments@fzlj.com		
<b>Correspondent Name:</b>	DAVID EHRLICH		
<b>Address Line 1:</b>	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
<b>Address Line 2:</b>	866 UNITED NATIONS PLAZA		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	VLF 9703166		
<b>NAME OF SUBMITTER:</b>	David Ehrlich		
<b>SIGNATURE:</b>	/anca nicolescu/		
<b>DATE SIGNED:</b>	08/24/2015		
<b>Total Attachments: 1</b>			
source=Executed assignment to Comercializadora Eloro (F1751733x96B9E)#page1.tif			

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ASSIGNMENT


WHEREAS, Vilore Foods Company, Inc., a corporation organized and existing under the laws of the State of Texas, located at 8220 San Lorenzo Tejas Industrial Park 11, P.O. Box 1560, Laredo, Texas 78042 ("Assignor"), is the owner of the following trademark registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademark");

TRADEMARK	REGISTRATION NO.
Miscellaneous Design	2,172,995

and WHEREAS, Comercializadora Eloro, S.A., a corporation organized and existing under the laws of Mexico, located at Ant. Carr. México Pachuca Km. 12.5, 55340 Ecatepec de Morelos, Edo. de Mexico, Mexico ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified application and/or registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

Vilore Foods Company, Inc.

By: 

Name: FEDERICO LOPEZ RODEA

Title: PRESIDENT

Date of Signature: JULY 31<sup>TH</sup>, 2015

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