

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354048

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/02/2015

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Salsa-Mex, Inc.		09/02/2015	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Herdez, S.A. de C.V.
Street Address:	Calzada San Bartolo, Naucalpan No. 360
Internal Address:	Colonia Argentina Poniente, Delegacion
City:	Miguel Hidalgo, Distrito Federal
State/Country:	MEXICO
Postal Code:	C.P. 11230
Entity Type:	CORPORATION: MEXICO

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2686046	BUFALO
Registration Number:	1018312	BUFALO

CORRESPONDENCE DATA

Fax Number: 4155760300

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.

Phone: 415 576 0200

Email: kfrith@kilpatricktownsend.com, tadmin@kilpatricktownsend.com

Correspondent Name: Margaret C. McHugh

Address Line 1: Two Embarcadero Center, 8th Floor

Address Line 2: Kilpatrick Townsend & Stockton LLP

Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER: 93692-838721/838722

DOMESTIC REPRESENTATIVE

Name: Margaret C. McHugh

Address Line 1: Two Embarcadero Center, 8th Floor

Address Line 2: Kilpatrick Townsend & Stockton LLP

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Address Line 4: San Francisco, CALIFORNIA 94111	
NAME OF SUBMITTER:	MARGARET C MCHUGH
SIGNATURE:	/margaret c mchugh/
DATE SIGNED:	09/04/2015
Total Attachments: 2 source=Assignment from Salsa-Mex to Herdez (BUFALO)#page1.tif source=Assignment from Salsa-Mex to Herdez (BUFALO)#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment, effective September 2, 2015, is made by and between Salsa-Mex, Inc., a California corporation, with an address of 2520 Cactus Road, Suite C, San Diego, California, 92154 (hereinafter "Assignor"), and Herdez, S.A. de C.V., a corporation of Mexico, with an office at Calzada San Bartolo, Naucalpan No. 360, Colonia Argentina Poniente, Delegación Miguel Hidalgo, Mexico, Distrito Federal, C.P. 11230 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of certain marks, and United States applications and registrations therefor, including but not limited to those listed on **Schedule A** hereto (including trademarks, service marks, collective trademarks, collective service marks, collective membership marks, certification marks, trade names, assumed names, slogans, logos and trade dress - collectively hereinafter "the Marks"); and,

WHEREAS, Assignor warrants that it owns ALL rights, title and interest of every kind, nature or description in and to the Marks, all rights therein, including but not limited to all goodwill pertaining thereto, any and all past, present and future registrations and applications therefor, all rights of renewal thereof, all rights to royalties for the licensing thereof, of all claims for damages by reason of past infringement(s) of the Marks, includes the right of Assignee to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives. These assigned rights shall be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registrations pertaining to the Marks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made (hereinafter "All Rights in the Marks"); and,

WHEREAS, Assignor desires to assign to Assignee All Rights in the Marks (as defined hereinabove);

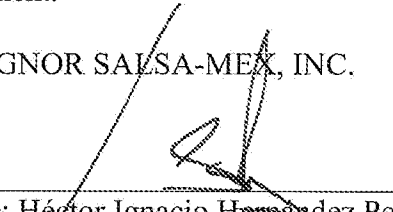
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee, *nunc pro tunc*, All Rights in the Marks (as defined hereinabove).

Assignor agrees to execute all documents necessary to effectuate and maintain registrations pertaining to the Works and the Marks, now and in the future.

The undersigned represents and warrants that he has authority to execute this Assignment on behalf of Assignor, and to carry out all obligations imposed hereunder. The undersigned has read, understand, and agrees to the terms of this Assignment.


ASSIGNOR SALSA-MEX, INC.

Dated: September 2, 2015

By 
Name: Héctor Ignacio Hernández Pons Torres
Title: Legal Representative

SCHEDULE A

ASSIGNED TRADEMARKS

Country	Mark	U.S. Reg. No.
U.S.		2,686,046
U.S.	BUFALO	1,018,312