

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM372778

<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>
Max Rohr, Inc.		02/10/2016	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Omar Orlando Ortez Rodriguez		
<b>Street Address:</b>	Barrio Artisteo Benavidez		
<b>City:</b>	Esteli		
<b>State/Country:</b>	NICARAGUA		
<b>Entity Type:</b>	INDIVIDUAL: NICARAGUA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4005259	CASA DE ORTEZ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	(239) 330-9000		
<b>Email:</b>	uspto@gandb.com, dize@gandb.com		
<b>Correspondent Name:</b>	Charles W. Grimes, GRIMES LLC		
<b>Address Line 1:</b>	3501 Bonita Bay Blvd.		
<b>Address Line 4:</b>	Bonita Springs, FLORIDA 34134		
<b>ATTORNEY DOCKET NUMBER:</b>	CC(MR)		
<b>NAME OF SUBMITTER:</b>	Russell D. Dize		
<b>SIGNATURE:</b>	/Russell D. Dize/		
<b>DATE SIGNED:</b>	02/10/2016		
<b>Total Attachments: 2</b>			
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source=Assignment - CASA DE ORTEZ (Executed)#page2.tif			

OP \$40.00 4005259

## TRADEMARK ASSIGNMENT

**WHEREAS**, Max Rohr, Inc., a corporation organized under the laws of the State of Delaware, with an address at 300 Delaware Avenue, Wilmington, Delaware 19801 (“Assignor”) is the owner of all right, title and interest in:

- (i) the CASA DE ORTEZ trademark for “cigars” in the U.S. together with all associated designs, logos, trade styles and elements of packaging and/or trade dress, and U.S. Trademark Registration No. 4,005,259 for CASA DE ORTEZ for “Cigars” in International Class 34; and
- (ii) the CASA DE ORTEZ trademark for goods in International Class 34 in Mexico together with all associated designs, logos, trade styles and elements of packaging and/or trade dress, and Mexico Trademark Registration No. 1354910 for CASA DE ORTEZ in International Class 34;

(all of the foregoing collectively referred to as the “CASA DE ORTEZ Trademarks”).

**WHEREAS**, Omar Orlando Ortez Rodriguez, an individual residing in Nicaragua, with an address of Barrio Artisteo Benavidez, Esteli, Nicaragua (“Assignee”), desires to acquire all right, title and interest in the CASA DE ORTEZ Trademarks.

**NOW, THEREFORE**, for One Dollar and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the CASA DE ORTEZ Trademarks, together with the goodwill of the business symbolized thereby (this assignment is made subject to, separate and apart from,


and has no bearing on, the existing license agreement between the parties, and such license agreement is, and shall remain, in full force and effect after this assignment is consummated).

2. Assignor further assigns unto Assignee all right to sue for and to receive all damages accruing from past, present and future infringement of the CASA DE ORTEZ Trademarks.

3. Assignor agrees that, upon the reasonable request of Assignee, Assignor will execute any and all papers or instruments that in the reasonable opinion of the Assignee may be necessary or desirable to secure to said Assignee the full enjoyment of the rights, title and interest hereby conveyed or intended to be conveyed.

IN WITNESS WHEREOF, this Assignment has been duly executed as of the date set forth below.

**MAX ROHR, INC.**

By:  \_\_\_\_\_

Name: Rob Wilkey

Title: Director

Date: 2-10-16