

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM384593

<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>
Lyon Advertising, Inc.		05/09/2016	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Comercializadora Almacenes Garcia De Mexico, S.A. De C.V.		
<b>Street Address:</b>	Venustiano Carranza NO. 91, Col. Centro		
<b>City:</b>	Distrito Federal, Mexico		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	06060		
<b>Entity Type:</b>	Sociedad anonima de capital variable: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4256383	BEWARE OF DOG	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122468959		
<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>	2127081800		
<b>Email:</b>	slebson@ladas.com		
<b>Correspondent Name:</b>	Ladas & Parry LLP		
<b>Address Line 1:</b>	1040 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>ATTORNEY DOCKET NUMBER:</b>	NTMA161351:753		
<b>NAME OF SUBMITTER:</b>	Scott J. Lebson		
<b>SIGNATURE:</b>	/SJL/		
<b>DATE SIGNED:</b>	05/17/2016		
<b>Total Attachments: 2</b>			
source=Assign Lyon Advertising Inc to Comercializadora Almacenes Garcia De Mexico SA against TM BEWARE OF DOG#page1.tif			
source=Assign Lyon Advertising Inc to Comercializadora Almacenes Garcia De Mexico SA against TM BEWARE OF DOG#page2.tif			

CH \$40.00 4256383

**UNITED STATES OF AMERICA**

**ASSIGNMENT**

WHEREAS, Lyon Advertising, Inc., a corporation organized and existing under the laws of the state of Texas, located at 9600 Escarpment Blvd. #745-28, Austin, Texas 78749, United States of America, and formerly at 1317 West 6<sup>th</sup> Street, Austin, Texas 78703 (hereinafter called the ASSIGNOR) is assigning the mark **BEWARE OF DOG** in U.S. registration number 4256383, registered on December 11, 2012 for goods in Class 25;

AND WHEREAS, Comercializadora Almacenes Garcia De Mexico, S.A. De C.V., a sociedad anonima de capital variable organized and existing under the laws of Mexico, located at Venustiano Carranza NO. 91, Col. Centro 06060 Mexico, Distrito Federal, Mexico, (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademark and the registration of the trademark, and the goodwill of the business symbolized thereby.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 9<sup>th</sup> day of May 2016.

Lyon Advertising, Inc.

By

  
Doug Lyon

Title: President and Chief Executive Officer

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 9<sup>th</sup> day of May 2016.

Comercializadora Almacenes Garcia  
de Mexico, S.A. De C.V.

By

  
Alfredo Kalach Romano

General Director

Title

[See over for Notarial Acknowledgment]

TRADEMARK

REEL: 005794 FRAME: 0991

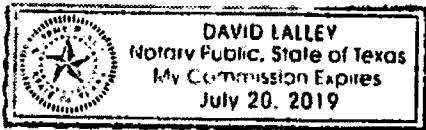
**CORPORATE ACKNOWLEDGMENT**

UNITED STATES OF AMERICA |  
STATE OF TEXAS | SS:  
COUNTY OF TRAVIS |

On this 9<sup>th</sup> day of May, 2016, before me personally appeared Doug Lyon, to me known, who, being by me duly sworn, did depose and say that he is the President and Chief Executive Officer of the company described in the foregoing instrument; that he executed said instrument on behalf of the said company: that he is authorized to execute an instrument of this nature by order of the company and/or its Board of Directors.



\_\_\_\_\_  
Notary Public



[SEAL]

**ASSIGNOR**