

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM386839

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jorge Ernesto Guzmán Rodríguez		03/03/2016	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	Lydia Gabriela Olivarez Celis		
Street Address:	Tamaulipas 219, Local A and B		
Internal Address:	Colonia Condesa, C.P. 06140		
City:	Mexico City		
State/Country:	MEXICO		
Entity Type:	INDIVIDUAL: MEXICO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4576715	SANTO EL ENMASCARADO DE PLATA	
Registration Number:	3925991	SANTO EL ENMASCARADO DE PLATA	
Registration Number:	3787979	EL HIJO DEL SANTO	
CORRESPONDENCE DATA			
Fax Number:			
<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:	8182444861		
Email:	john@alumitip.com		
Correspondent Name:	John Alumit		
Address Line 1:	135 S. Jackson Street, suite 200		
Address Line 4:	Glendale, CALIFORNIA 91205		
NAME OF SUBMITTER:	John Alumit		
SIGNATURE:	/john alumit/		
DATE SIGNED:	06/07/2016		
Total Attachments: 2			
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source=TMAG#page2.tif			

OP \$90.00 4576715

TRADEMARK ASSIGNMENT AGREEMENT

This Assignment Agreement is made by and between

Jorge Ernesto Guzmán Rodríguez an individual from Mexico, with offices in Cerrada del Moral 27, interior 23, Colonia Tetelpan, Alvaro Obregon, C.P. 01700, Mexico City (the "Assignor") of the one part; AND

Lydia Gabriela Olivarez Celis an individual from Mexico, with offices in Tamaulipas 219, Local A and B, Colonia Condesa, C.P. 06140, Mexico City (the "Assignee") of the other part.

The Assignor and the Assignee are hereinafter referred to, individually, as "Party" and collectively, as "Parties".

WHEREAS, the Assignor is the proprietor and beneficial owner of the trademarks (the "Trademark") in the United States of America (the "Territory") of which the particulars are set forth as follows:

Trademark	Class	Registration No.
Santo el Enmascarado de Plata	32	4576715
Santo el Enmascarado de Plata	41	3925991
El Hijo del Santo	41	3787979

WHEREAS, the Assignee desires to acquire from the Assignor the Trademark(s) Registration(s) in accordance with the terms and conditions of this Agreement.

NOW THEREFORE, the Parties hereto agree as follows:

1. For and in consideration of the sum of 1 US dollar (one US dollar 00/100) paid by the Assignee to the Assignor (the receipt of which is hereby acknowledged), the Assignor does hereby assign to the Assignee all rights, title and interests, together with the goodwill associated with the trademark, derived from and in connection with the Trademark in the Territory.
2. The Assignor represents and warrants that it is the sole proprietor of all rights, title and interests derived from and in connection with the Trademark in Territory, and that the assignment of the Trademark from the Assignor to the Assignee shall not cause any infringement of industrial property rights of any third party in the Territory.

The Trademark is assigned in their present legal status, which is known to the Assignor. To the Assignor's best knowledge, there are no parties who are using the Trademark, own registrations or pending applications for registration of the Trademark and there are no pending cases before the court or national authorities, which may adversely affect the Trademark. The Assignor does not take any further guarantee.

3. The Assignor shall furnish the Assignee with all necessary information on and in connection with the Trademark, which may be required to perfect title in the Trademark in the Assignee. The Assignor shall also furnish the Assignee with the original certificates covering the Trademark.
4. This Agreement shall come into effect on the date on which this Agreement is registered by the competent authority as required by the laws of the Territory. The Parties hereto agree that this Agreement shall be submitted to the aforesaid authority in the Territory for its registrations. Each Party hereto shall fully cooperate with the other with regard to such registration or additional or approval that may be required in connection with the implementation of any portion of this Agreement.
5. This Agreement and all amendments, modifications, alterations or supplements hereto, shall be construed under, governed by, and the legal relations between the Parties hereto determined in accordance with the laws of the United States of America.
6. Any dispute, controversy or claim arising out of or relating to this Agreement, or breach, termination of invalidity hereof shall be settled through bona fide negotiations between the Parties.
7. Any amendments, modifications, alternations or supplements to this Agreement shall be made in writing to be legally effective.
8. Each Party acknowledges that it has read this Agreement, understands it and agrees to be bound hereby, and represents and warrants that the individual executing this Agreement on its behalf is duly authorized to enter into this Agreement.

IN WITNESS WHEREOF, the Parties hereto execute this Agreement on this 3rd day of March, 2016.

The Assignor

Signature:

By: Jorge Ernesto Guzmán Rodríguez

The Assignee

Signature:

By: Lydia Gabriela Olivarez Celis