

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM389312

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
INDUSTRIALIZADORA INTEGRAL DEL AGAVE, S.A. DE C.V.		06/27/2016	Corporation: MEXICO
RECEIVING PARTY DATA			
Name:	MR. ALVARO CETTO GAROLLO		
Street Address:	PERIFERICO SUR 7750 COL. SANTA MARÍA TEQUEPEXPAN		
City:	TLAQUEPAQUE, JALISCO		
State/Country:	MEXICO		
Postal Code:	44601601		
Entity Type:	INDIVIDUAL: ITALY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4079295	NATUREL	
Registration Number:	4047071	INUFIB FOOD	
Registration Number:	4116158	THE IIDEA COMPANY	
Registration Number:	4306438	SWITTER	
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:	3336417173		
Email:	aapgw@yahoo.com.mx		
Correspondent Name:	ALVARO CETTO GAROLLO		
Address Line 1:	CIRCULACIÓN DEL MENHIR SUR 689		
Address Line 4:	ZAPOPAN, JALISCO, MEXICO 45160		
NAME OF SUBMITTER:	GABRIEL CARDENAS PEREZ		
SIGNATURE:	/GABRIEL CARDENAS/		
DATE SIGNED:	06/27/2016		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("ASSIGNMENT") is by and between INDUSTRIALIZADORA INTEGRAL DEL AGAVE, S.A. DE C.V. (the "Assignor") an entity of Mexico, represented by GABRIEL CARDENAS PEREZ citizen of Mexico, with legal address at Periferico Sur 7750 Col. Santa María Tequepexpan, ZIP code 44601 Tlaquepaque, Jalisco Mexico and ALVARO CETTO GAROLLO (the "assignee") an entity of Italy with legal address at Periferico Sur 7750 Col. Santa María Tequepexpan ZIP code 44601 Tlaquepaque, Mexico.

WHEREAS, Assignor is the owner of all rights, title and interests in and to the trademarks named NATUREL with registration number 4079295 and serial number 85240177 in class 30, INUFIB FOOD with registration number 4047071 and serial number 85251193 in class 05, THE IIDEA COMPANY with registration number 4116158 and serial number 85251167 in class 35, SWITTER with registration number 4306438 and serial number 85511822 in class 05 & 30, together with the goodwill of business connected with and symbolised by the Trademark; and

WHEREAS, Assignor desires to convey, transfer, assign, deliver and contribute to assignee all of its rights, titles, and interests in and to the Marks.

WHEREAS, Assignee desires to acquire all rights, title and interests in and to Trademarks, with name

NATUREL and registration number 85240177 applied for on FEBRUARY 11, 2011 and with registration date on JANUARY 03, 2012.

INUFIB FOOD and registration number 4047071 applied for on MARCH 24, 2011 and with registration date on OCTOBER 25, 2011.

THE IIDEA COMPANY and registration number 4116158 applied for on FEBRUARY 24, 2011 and with registration date on MARCH 20, 2012.

SWITTER and registration number 4306438 applied for on JANUARY 1, 2012 and with registration date on MARCH 19, 2013.

NOW, THEREFORE, in for good and valuable consideration, the receipt and adequacy of which are acknowledge, the parties here by agree as set forth below:

Assignor hereby sells, assigns, transfers and conveys to assignee all rights, titles, interests in and to the Trademark in the United States, together with the goodwill of the business connected with and symbolised by the trademark (including, without limitation, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, and any

priority right that may arise from the Trademark), and to the products in respect upon in which the Marks are used and for which it is applied for: all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages and payments for past or future infringements and misappropriations of the Marks; and all rights to sue for past, present and future infringements or misappropriations of the Marks. The same to be held and enjoyed by assignor had this sale, assignment, transfer, and conveyance not been made; as well ass

Assignor authorises the Commission of Trademark of the United States and other empowered officials of the United States Patent and Trademark Office to record the entire transfer of trademark named "NATUREL" (4079295) , "INUFIB FOOD" (4047071), "THE IIDEA COMPANY" (4116158), "SWITTER" (4306438) to assignee of Assignor's all right, titles and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks

This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which where so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

Governing Law: This agreement shall be construed in accordance with, and all actions arising hereunder shall be governed by, the Federal Laws of the United States of America.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreements as of the date below Written.

Guadalajara, Jalisco, Mexico
June 27, 2016

ASSIGNOR

/GABRIEL CARDENAS/

GABRIEL CARDENAS PEREZ

LEGAL REPRESENTATIVE OF INDUSTRIALIZADORA INTEGRAL DEL AGAVE, S.A. DE C.V.

ADDRESS: PERIFERICO SUR 7750 COL. SANTA MARÍA TEQUEPEXPAN ZIP code 44601
TLAQUEPAQUE, JALISCO. MEXICO

ASSIGNEE

/ALVARO CETTO/

ALVARO CETTO GAROLLO

OWNER OF INDUSTRIALIZADORA INTEGRAL DEL AGAVE, S.A. DE C.V.

ADDRESS: PERIFERICO SUR 7750 COL. SANTA MARÍA TEQUEPEXPAN. ZIP code 44601
TLAQUEPAQUE ,JALISCO. MEXICO