

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM390430

<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>
Alberto Becherano Maya		06/30/2016	INDIVIDUAL: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jenny Bimstein Dantus		
<b>Street Address:</b>	Av, Lomas Anahuac #133 Torre E-202		
<b>Internal Address:</b>	Col. Lomas Anahuac 52760 Huixquilucan		
<b>City:</b>	Estado de Mexico		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	52760		
<b>Entity Type:</b>	INDIVIDUAL: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86562394	TOSTAO BY EL CAPRICHIO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2126096921		
<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>	2126096800		
<b>Email:</b>	gfechter@mccarter.com, dlynch@mccarter.com		
<b>Correspondent Name:</b>	Gary H. Fechter		
<b>Address Line 1:</b>	McCarter & English, LLP		
<b>Address Line 2:</b>	245 Park Avenue, 27th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10167		
<b>NAME OF SUBMITTER:</b>	Gary H. Fechter		
<b>SIGNATURE:</b>	/ghf/		
<b>DATE SIGNED:</b>	07/06/2016		
<b>Total Attachments: 2</b>			
source=Trademark Assignment Alberto Becherano to Jenny Bimstein#page1.tif			
source=Trademark Assignment Alberto Becherano to Jenny Bimstein#page2.tif			

CH \$40.00 86562394

TRADEMARK ASSIGNMENT

This Assignment is made by and between Alberto Becherano Maya, a Mexican individual whose residence is located at Av. Lomas Anahuac #133 Torre E-202, Col. Lomas Anahuac S2760 Huixquilucan, Estado de México, México ("Assignor") and Jenny Bimstein Dantus a Mexican individual whose residence is located at Av. Lomas Anahuac #133 Torre E-202, Col. Lomas Anahuac S2760 Huixquilucan, Estado de México, México ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademarks and the United States trademark registrations and applications listed on Schedule A attached hereto (collectively, the "Trademarks"), including, but not limited to, all common law rights therein and goodwill associated therewith; and

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business associated with the use of and symbolized by the Trademarks.

NOW THEREFORE, for the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer and assign to Assignee the entire right, title and interest of Assignor in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, all common law rights in the Trademarks and the right to sue and to recover and retain all applicable damages and remedies for all past infringements of the Trademarks; and

Assignor further agrees to execute such additional documents as may be required to transfer title in and to the Trademarks to Assignee, record this Assignment with the United States Patent and Trademark Office ("USPTO") and provide Assignee with the notice of recordation issued by the USPTO.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment effective as of the date first set forth below.

ALBERTO BECHERANO MAYA

JENNY BIMSTEIN DANTUS

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

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

Name: Alberto Becherano

Name: Jenny Bimstein

Date: June 30th, 2016

Date: June 30th, 2016

SCHEDULE A

MARK  
TOSTAO BY EL CAPRICHO

SERIAL NO.  
86/562,394

DATE FILED  
March 12, 2015