

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM417869

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ex Hacienda Los Camichines, S.A. de C.V.		01/23/2017	Company: MEXICO
RECEIVING PARTY DATA			
Name:	Proximo Creyente, S.A. de C.V.		
Street Address:	Av. Rio Churubusco 213		
Internal Address:	Colonia Granjas Mexico, Delegacion Iztacalco		
City:	Mexico, D.F.		
State/Country:	MEXICO		
Postal Code:	08400		
Entity Type:	Corporation: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5105242	CREYENTE	
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<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:	(212) 949-9022		
Email:	VMTannenbaum@lawabel.com		
Correspondent Name:	Victor Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8005130		
NAME OF SUBMITTER:	Victor Tannenbaum		
SIGNATURE:	/VMT/		
DATE SIGNED:	03/01/2017		
Total Attachments: 2			
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CH \$40.00 5105242

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, EX HACIENDA LOS CAMICHINES, S.A. DE C.V., a company organized and existing under the laws of Mexico, with an office at Periferico Sur No. 8500, Tramo Morelia Chapala, Tlaquepaque, Jalisco, C.P. 45609, Mexico (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademark in the United States:

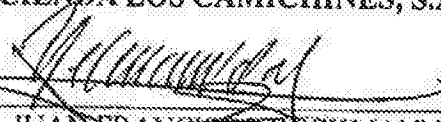

<u>Trademark</u>	<u>Number</u>
CREYENTE	5105242

AND WHEREAS, PROXIMO CREYENTE, S.A. DE C.V., a company organized and existing under the laws of Mexico, with an office at Av. Rio Churubusco 213, Colonia Granjas Mexico, Delegacion Iztacalco, Mexico, D.F. 08400 (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, in consideration of U.S. \$1.00 and other 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, its right, title and interest in and to the said trademark and trademark registration together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 23 day of January, 2017

EX HACIENDA LOS CAMICHINES, S.A. DE C.V.

By 
JUAN FRANCISCO BACKMANN VIDAL
Title: Chairman of the Board of Directors 

UNITED STATES

REVOCAATION
AND
NEW POWER OF ATTORNEY

Mark: CREYENTE
Registration: 5105242
Serial No.:
Classes: 33
Owner: Proximo Creyente, S.A. DE C.V.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Abelman, Frayne & Schwab, whose postal address is 666 Third Avenue, New York, New York 10017-5621, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, the power of appointment of an associate attorney and the power of revocation

Lawrence E. Abelman	Julianne Abelman
Jeffrey A. Schwab	Thomas E. Spath
Victor M. Tannenbaum	Julie B. Seyler
Peter J. Lynfield	Marie-Anne Mastrovito
Caridad Piñeiro Scordato	Frank Terranella

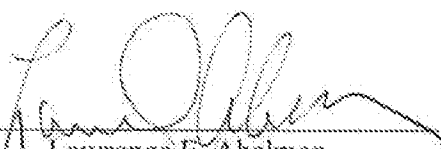
members of the Bar of the State of New York, whose address is

ABELMAN, FRAYNE & SCHWAB
666 Third Avenue
New York, New York 10017-5621, U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

The proxies will not have the power to sell, to cede, to assess or to mortgage or to encumber in any other way our trademarks.

Date: February 28, 2017

By: 
Lawrence E. Abelman
Title: Authorized Signatory