

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM440401

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alfonso P. Hernandez		08/03/2017	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Grupo Frumex LLC		
Street Address:	500 W. Overland Avenue		
Internal Address:	Suite 300		
City:	El Paso		
State/Country:	TEXAS		
Postal Code:	79901		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3098900	GUARAPIÑA	
CORRESPONDENCE DATA			
Fax Number:	5152881338		
<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:	515-288-3667		
Email:	patatty@ipmvs.com		
Correspondent Name:	Christine Lebron-Dykeman		
Address Line 1:	801 Grand Avenue		
Address Line 2:	Suite 3200		
Address Line 4:	Des Moines, IOWA 50315		
NAME OF SUBMITTER:	Christine Lebron-Dykeman		
SIGNATURE:	/christine lebron-dykeman/		
DATE SIGNED:	08/23/2017		
Total Attachments: 1			
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ASSIGNMENT

This Agreement is made on ^{August 3,} April __, 2017 by and between Alfonso P. Hernandez, a citizen of New Jersey, with an address of 124 Fowler Ave. Jersey City, New Jersey 07305 ("Assignor") and Grupo Frumex, L.L.C., ~~a corporation~~ organized under the laws of Delaware with a principal place of business at 500 W. Overland Avenue, Suite 300 El Paso, Texas 79901 ("Assignee").

WHEREAS, Assignor, is the owner of the trademark GUARAPIÑA (the "Mark") and the corresponding registration for said Mark, United States Patent and Trademark Office Registration No. 3,898,900 (the "Registration"); and

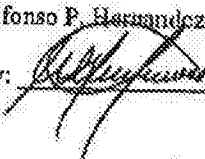
WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to said Mark and the Registration that Assignor possesses, together with the goodwill of the business pertaining to said Mark; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to said Mark and Registration, together with the goodwill of the business pertaining to said Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all right, title and interest which Assignor has heretofore enjoyed pertaining to said Mark, together with the goodwill of the business pertaining to said Mark and the Registration thereof (including, without limitation, the right to renew any registrations associated with the Trademark, the right to apply for trademark registration 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, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as said interest could have been held and enjoyed by Assignor, together with the right to sue for and collect for all claims for damages by reason of past infringement or other violation of any rights thereof.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration for the Trademark to Assignee.

Alfonso P. Hernandez

By:  _____

Grupo Frumex, L.L.C.

By:  _____

Luis Fernandez CEO
Name and Title of Officer