

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM448544

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HECTOR VIELMA ORDOÑEZ		06/02/2017	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	MÉXICO LINDO Y QUERIDO BRANDS, S.A. DE C.V.		
Street Address:	HIDALGO #2074		
Internal Address:	COLONIA LADRON DE GUEVARA		
City:	GUADALAJARA		
State/Country:	MEXICO		
Postal Code:	44600		
Entity Type:	SOCIEDAD ANONIMA DE CAPITAL VARIABLE: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86621683	CIELITO LINDO	
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>			
Email:	citlali.carlos@gardhivila.com		
Correspondent Name:	VICTOR VILA VELAZQUEZ		
Address Line 1:	SEVERO DIAZ #38		
Address Line 2:	LADRON DE GUEVARA		
Address Line 4:	GUADALAJARA, MEXICO 44600		
NAME OF SUBMITTER:	HECTOR VIELMA ORDOÑEZ		
SIGNATURE:	/HectorVielma/		
DATE SIGNED:	10/25/2017		
Total Attachments: 1			
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OP \$40.00 86621683

In the United States Patent and Trademark Office

Applicant: HÉCTOR VIELMA ORDOÑEZ

Mark: "CIELITO LINDO"

Serial Number: 86621683

Assignment of Trademark Application

WHEREAS, HÉCTOR VIELMA ORDOÑEZ (hereinafter referred to as Assignor) is a Mexican individual, addressed at, HIDALGO #2074 COLONIA. LADRON DE GUEVARA, GUADALAJARA, JALISCO 44600, MÉXICO; has filed trademark application of the mark "CIELITO LINDO" under serial number 86621683;

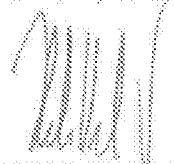
WHEREAS, MÉXICO LINDO Y QUERIDO BRANDS, S.A. DE C.V. (hereinafter referred to as Assignee) is a Mexican corporation duly incorporated under the laws of Mexico and having a place of business at HIDALGO #2074 COLONIA. LADRON DE GUEVARA, GUADALAJARA, JALISCO 44600; is willing to acquire above described trademark application.

NOW, THEREFORE, for good and valuable consideration, the receipt whereof is hereby acknowledged, Assignor by these presents does sell, assign and transfer unto Assignee, its successors in interest, all right, title, and interest in the trademark goodwill of the business symbolized thereby.

Executed at Guadalajara, Jalisco, Mexico June 2nd, 2017.

June 2nd, 2017

Date



HÉCTOR VIELMA ORDOÑEZ

Position: Applicant