

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM452889

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|---|--|-----------------------|--------------------|
| 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 | | |
| City: | GUADALAJARA | | |
| State/Country: | MEXICO | | |
| Postal Code: | 44600 | | |
| Entity Type: | SOCIEDAD ANÓNIMA DE CAPITAL VARIABLE: MEXICO | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5020010 | 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 4: | GUADALAJARA, MEXICO 44600 | | |
| NAME OF SUBMITTER: | HECTOR VIELMA ORDOÑEZ | | |
| SIGNATURE: | /HectorVielma/ | | |
| DATE SIGNED: | 12/01/2017 | | |
| Total Attachments: 1 | | | |
| source=Assignment 5020010#page1.tif | | | |

OP \$40.00 5020010

In the United States Patent and Trademark Office

Registrant: **HÉCTOR VIELMA ORDOÑEZ**

Registration number: **5020010**

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 adopted the trademark registration number 5020010 .

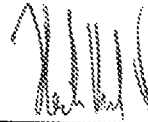
WHEREAS, **MÉXICO LINDO Y QUERIDO BRANDS, S.A. DE C.V.** (hereinafter referred to as Assignee) is a Mexican corporation duly incorporated under the laws of Mexico and having a place of business at HIDALGO #2074 COLONIA LADRON DE GUEVARA, GUADALAJARA, JALISCO 44600; is willing to acquire the above described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

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: Owner