

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM511364

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Frontera Hospitality Group LLC		12/28/2018	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	Cruz Blanca Brewery LLC		
Street Address:	1012 W. Randolph #2		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Serial Number:	87532233	BÁSICA	
Registration Number:	5522590	CDMX	
Registration Number:	5245832	CRUZ BLANCA	
Registration Number:	5008504	CRUZ BLANCA	
Serial Number:	87893357	CRUZ BLANCA PALOMA	
Registration Number:	5246544	EL TRAIN	
Registration Number:	5396118	FREETOWN	
Registration Number:	5339810	JOLLIFICATION	
Registration Number:	5400803	LA GUARDIA RUBIA	
Serial Number:	87814244	MEXICO CALLING	
Registration Number:	5396114	PALM SHADE	
Registration Number:	5396132	PASTRY WAR	
CORRESPONDENCE DATA			
Fax Number:	3127266259		
<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:	312-726-8129		
Email:	brian.lum@icemiller.com		
Correspondent Name:	Brian Lum		

OP \$315.00 87532233

Address Line 1: 200 W. Madison St., Ste. 3500
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER: Brian J. Lum

SIGNATURE: /Brian J. Lum/

DATE SIGNED: 02/25/2019

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (“Assignment”), is made and entered into as of the ___th day of December, 2018 (the “Effective Date”), by and between Frontera Hospitality Group LLC (“Assignor”), an Illinois company with its principal place of business at 449 N. Clark St. Ste. 205, Chicago, Illinois 60610, and Cruz Blanca Brewery LLC (“Assignee”), an Illinois company with its principal place of business at 1012 W. Randolph #2, Chicago, Illinois 60607, sometimes referred to herein individually as a “Party” and collectively as the “Parties”.

WHEREAS, Assignor has adopted, used, is using, and is the owner of the trademarks, and the applications and registrations therefor set forth in Schedule A (the “Cruz Blanca Trademarks”); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Cruz Blanca Trademarks, and Assignor desires to assign the Cruz Blanca Trademarks to Assignee, upon the terms and conditions set forth hereinafter.

NOW THEREFORE, in consideration of the premises recited above, the Parties’ mutual undertakings, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

Assignor hereby irrevocably assigns, transfers, and conveys to Assignee, and its successors and assigns, all right, title and interest in, to and under the Cruz Blanca Trademarks, together with any and all applications and registrations therefor, including, but not limited to those trademarks identified in Schedule A attached hereto and incorporated herein by reference, and any registrations resulting therefrom, together with all goodwill symbolized by and associated therewith, free and clear of all liens, claims, charges and encumbrances of any kind whatsoever, to have and to hold forever, along with any and all claims and causes of action (and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable), arising from and/or relating to the infringement, misappropriation or other violation of any right in any of the Cruz Blanca Trademarks, whether prior to or subsequent to the Effective Date, to the fullest extent permitted by law.

Assignor shall promptly, upon the request of Assignee and/or its successors and assigns, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee and/or its successors and assigns may reasonably request to permit the recordation of the assignment made by this instrument or of any other documents Assignee or any of its successors or assigns may reasonably deem necessary or advisable to effectuate the terms and intent of this Assignment.

[Signature Page Follows]

IN WITNESS WHEREOF, the Parties hereto have caused this Assignment to be duly executed as of the day and year first written above.

FRONTERA HOSPITALITY GROUP LLC

CRUZ BLANCA BREWERY LLC


Signature

Signature

Rick Bayless
Printed Name

Printed Name

Manager
Title

Title

12/28/18
Date

Date

IN WITNESS WHEREOF, the Parties hereto have caused this Assignment to be duly executed as of the day and year first written above.

FRONTERA HOSPITALITY GROUP LLC

CRUZ BLANCA BREWERY LLC

Signature

Manuel Valdez
Signature

Printed Name

MANUEL VALDEZ
Printed Name

Title

MANAGER
Title

Date

12-28-18
Date

SCHEDULE A

Trademark	Country	Reg./Appl'n No.
BÁSICA	US	87/532,233
CDMX	US	5,522,590
CRUZ BLANCA	US	5,245,832
CRUZ BLANCA	US	5,008,504
CRUZ BLANCA PALOMA & Design	US	87/893,357
EL TRAIN	US	5,246,544
FREETOWN	US	5,396,118
JOLLIFICATION	US	5,339,810
LA GUARDIA RUBIA	US	5,400,803
MEXICO CALLING	US	87/814,244
PALM SHADE	US	5,396,114
PASTRY WAR	US	5,396,132