

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM514313

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Xoco LLC		03/14/2019	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	Frontera Ventures, LLC		
Street Address:	445 N. Clark St. Ste. 205		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60610		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4934413	HECHO EN CHICAGO	
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		
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:	03/14/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (“Assignment”), is made and entered into as of the 14 th day of February, 2019 (the “Effective Date”), by and between Xoco LLC (“Assignor”), an Illinois company with its principal place of business at 449 N. Clark St. Ste. 205, Chicago, Illinois 60654, and Frontera Ventures, LLC (“Assignee”), an Illinois company with its principal place of business at 445 N. Clark St. Ste. 205, Chicago, Illinois 60610, 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 trademark HECHO EN CHICAGO, and U.S. Trademark Registration No. 4,934,413 therefor (the “Hecho En Chicago Trademarks”); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Hecho En Chicago Trademarks, and Assignor desires to assign the Hecho En Chicago 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 Hecho En Chicago Trademarks, including, but not limited to U.S. Trademark Registration No. 4,934,413, 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 Hecho En Chicago 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.

XOCO, LLC



Signature

RICHARD BAYLESS

Printed Name

Manager

Title

March 14, 2019

Date

FRONTERA VENTURES, LLC



Signature

RICHARD BAYLESS

Printed Name

Manager

Title

March 14, 2019

Date