

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM542276

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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 |
| FBR IP, LLC | | 09/23/2019 | Limited Liability Company: TEXAS |
| RECEIVING PARTY DATA | | | |
| Name: | MSRC Holdings, LLC | | |
| Street Address: | 5151 Beltline Road, Suite 1200 | | |
| City: | Dallas | | |
| State/Country: | TEXAS | | |
| Postal Code: | 75254 | | |
| Entity Type: | Limited Liability Company: TEXAS | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4544970 | MEXICAN SUGAR | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2149531121 | | |
| <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: | 214-953-1181 | | |
| Email: | docket@hitchcockevert.com | | |
| Correspondent Name: | Elisabeth A. Evert | | |
| Address Line 1: | P.O. Box 131709 | | |
| Address Line 4: | Dallas, TEXAS 75313-1709 | | |
| ATTORNEY DOCKET NUMBER: | FBIP-39141 | | |
| NAME OF SUBMITTER: | Anne M. Turner | | |
| SIGNATURE: | /Anne M. Turner/ | | |
| DATE SIGNED: | 09/24/2019 | | |
| Total Attachments: 2 | | | |
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| source=190923 Executed Assignment - MEXICAN SUGAR#page2.tif | | | |

OP \$40.00 4544970

RECORDABLE ASSIGNMENT OF TRADEMARK RIGHTS

This Recordable Assignment of Trademark Rights ("Assignment"), dated as of September 23, 2019 (the "Effective Date"), is by and between FBR IP, LLC ("Assignor"), a Texas limited liability company having an address of 5151 Beltline Road, Suite 1200, Dallas, Texas 75254, and MSRC Holdings, LLC ("Assignee"), a Texas limited liability company having an address of 5151 Beltline Road, Suite 1200, Dallas, Texas 75254.

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks set forth on Exhibit 1 hereto, including all U.S. trademark registrations therefor (the "Marks"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks, as well as all goodwill of the business symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor by these presents sells, assigns and transfers unto Assignee and its successors, assigns and legal representatives, all right, title and interest in and to the Marks, including the right to sue for and to collect past damages, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Agreement to be effective as of the Effective Date.

ASSIGNOR

ASSIGNEE

FBR IP, LLC

MSRC Holdings, LLC

By: 

By: 

Name: CLAY C. MINGUS

Name: Daniel J. Louder

Title: Chief Legal Officer

Title: CEO

Date: 9/23/19

Date: 9/23/19

EXHIBIT 1: THE MARKS

MEXICAN SUGAR

U.S. Registration No. 4,544,970

