

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM542328

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DY Merchandising Unlimited LLC		09/01/2019	Limited Liability Company: PUERTO RICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	El Cartel Records, Inc.		
<b>Street Address:</b>	601 Del Parque Street, Pesquera Bldg.		
<b>Internal Address:</b>	Suite 305		
<b>City:</b>	San Juan		
<b>State/Country:</b>	PUERTO RICO		
<b>Postal Code:</b>	00909		
<b>Entity Type:</b>	Corporation: PUERTO RICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4603601	DADDY YANKEE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8887343555		
<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>			
<b>Phone:</b>	310-856-9706		
<b>Email:</b>	trichards@singhtraubenlaw.com		
<b>Correspondent Name:</b>	Thomas K. Richards, Esq.		
<b>Address Line 1:</b>	400 South Beverly Drive		
<b>Address Line 2:</b>	Suite 240		
<b>Address Line 4:</b>	Beverly Hills, CALIFORNIA 90212		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Thomas K. Richards, Esq.		
<b>Address Line 1:</b>	400 South Beverly Drive		
<b>Address Line 2:</b>	Suite 240		
<b>Address Line 4:</b>	Beverly Hills, CALIFORNIA 90212		
<b>NAME OF SUBMITTER:</b>	Thomas K. Richards		
<b>SIGNATURE:</b>	/Thomas K. Richards/		

OP \$40.00 4603601

<b>DATE SIGNED:</b>	09/24/2019
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**Total Attachments: 4**

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Assignment of Trademark

WHEREAS, DY Merchandising Unlimited, LLC ("DY Merchandising"), a Puerto Rico Limited Liability Company, owns a federal trademark registration over the trademarked name "DADDY YANKEE", United States Patent and Trademark Office Registration Number 4,603,601 in International Class 025 for "Clothing, namely, t-shirts, billed caps, sweat shirts and footwear; all of the foregoing relating to the entertainer and musical artist known as "Daddy Yankee" and not relating to sports or a sport team, league, mascot or stadium", registered on September 16, 2014, (the "Trademark"), with a true and correct copy of the Trademark registration attached hereto as Exhibit A, and;

WHEREAS, DY Merchandising is assigning, for good and valuable consideration, the entire right, title and interest in and to the Trademark, together with all of the goodwill of the brand and business pertaining to the Trademark, to El Cartel Records, Inc. ("El Cartel"), a Puerto Rico Corporation, as part of the good will of the business connected with the use of, and symbolized by, the Trademark under 15 U.S.C. §1060;

WHEREAS, El Cartel, the successor of the ongoing and existing business to which the Trademark pertains, desires to acquire the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, DY Merchandising hereby assigns to El Cartel all right, title and interest in and to the Trademark, together with all of the goodwill of the business symbolized by said trademark.

Signed at San Juan, PR, on this 1 day of September 2019

ASSIGNOR

ASSIGNEE

DY-MERCHANDISING UNLIMITED, LLC

EL CARTEL RECORDS, INC.

By: 

By: 

Name: Mirreldys González

Name: Mirreldys González

Title: CEO

Title: CEO

TRADEMARK

REEL: 006753 FRAME: 0577

# Exhibit "A"

# United States of America

United States Patent and Trademark Office

## DADDY YANKEE

Reg. No. 4,603,601

Registered Sep. 16, 2014

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

DY MERCHANDISING UNLIMITED, LLC (PUERTO RICO LIMITED LIABILITY COMPANY)  
C/O PRADO NUNEZ ASSOCIATES  
403 DEL PARQUE STREET 8TH FLOOR  
SAN JUAN, PUERTO RICO 00907

FOR: CLOTHING, NAMELY, T-SHIRTS, BILLED CAPS, SWEAT SHIRTS AND FOOTWEAR;  
ALL OF THE FOREGOING RELATING TO THE ENTERTAINER AND MUSICAL ARTIST  
KNOWN AS "DADDY YANKEE" AND NOT RELATING TO SPORTS OR A SPORT TEAM,  
LEAGUE, MASCOT OR STADIUM, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-1-2004; IN COMMERCE 6-1-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-765,693, FILED 12-2-2005.

RONALD DELGIZZI, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

TRADEMARK  
REEL: 006753 FRAME: 0579

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.