

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM692989

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PERUVIAN IMPORT COMPANY		12/03/2021	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	PEIMCO BRANDS LLC		
Street Address:	80 South Street		
City:	Passaic		
State/Country:	NEW JERSEY		
Postal Code:	07055		
Entity Type:	Limited Liability Company: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3007418	DOÑA ISABEL	
CORRESPONDENCE DATA			
Fax Number:	9737794473		
<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:	9737792580		
Email:	larry@feiginandfridman.com		
Correspondent Name:	Lawrence G. Fridman		
Address Line 1:	1037 ROUTE 46 EAST, SUITE 107		
Address Line 4:	Clifton, NEW JERSEY 07013		
NAME OF SUBMITTER:	LAWRENCE G. FRIDMAN		
SIGNATURE:	/ Lawrence Fridman /		
DATE SIGNED:	12/07/2021		
Total Attachments: 2			
source=Assignment01-signed_2181#page1.tif			
source=Assignment01-signed_2181#page2.tif			

OP \$40.00 3007418

ASSIGNMENT OF TRADEMARK

WHEREAS:

NAME AND ADDRESS OF ASSIGNOR:

PERUVIAN IMPORT COMPANY (New Jersey Corporation)
78-80 FIRST STREET
PASSAIC, NEW JERSEY UNITED STATES 07055

TITLE OF TRADEMARK: **Doña Isabel**

and is identified as Trademark Registration No. **3,007,418** registered on October 18, 2005 and,

WHEREAS:

NAME AND ADDRESS OF ASSIGNEE:

PEIMCO BRANDS LLC (Limited Liability Company New Jersey)
88 SOUTH STREET
PASSAIC, NEW JERSEY UNITED STATES 07055

(hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said Trademark together with the goodwill associated therewith.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the full and exclusive right, title and interest to said Trademark Applications of the United States and to all goodwill associated therewith.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; the undersigned has full authority to execute the assignment on behalf of ASSIGNOR.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said trademark and will testify as to the same in any proceedings and litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce said trademark which may be necessary or desirable to carry out the purposes hereof.

IN WITNESS WHEREOF, have hereunto set hand and seal this day of

12/3/2021



CESAR MORALES

President

PERUVIAN IMPORT COMPANY

ASSIGNOR

TMAssignment01_18932