

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM693579

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sabormex Europa, S.L.		11/10/2021	Private Limited Company: MEXICO
RECEIVING PARTY DATA			
Name:	Sabormex S.A.P.I. de CV		
Street Address:	Calz. de la Viga 1214		
City:	El Triunfo, Iztapalapa,		
State/Country:	MASSACHUSETTS		
Postal Code:	09430		
Entity Type:	Corporation: MEXICO		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	1860476	LA SIERRA	
Registration Number:	0955872	LA SIERRA	
Registration Number:	3345407	CLEMENTE JACQUES	
Registration Number:	3668863	LEGAL	
Registration Number:	3668865	LEGAL	
Registration Number:	3650901		
Registration Number:	3566036	LA SIERRA	
Registration Number:	3769934	CLEMENTE JACQUES	
Registration Number:	3863975	CLEMENTE JACQUES	
Registration Number:	4471385	ORO	
Registration Number:	3805511	ORO	
Registration Number:	3645889	CAFÉ GARAT	
Registration Number:	3774086	GARAT	
Registration Number:	4827525	CLEMENTE JACQUES	
Serial Number:	90257297	CAFÉ GARAT	
Serial Number:	87900661	LA SIERRA	
Registration Number:	3863976	DESPIERTA EL SABOR	
Registration Number:	4262239	AUTHENTIC TEXAS FLAVOR	
Registration Number:	4518379	NOBODY TEACHES CLEMENTE JACQUES HOW TO M	
TRADEMARK			

OP \$515.00 1860476

Property Type	Number	Word Mark
Registration Number:	4481641	

CORRESPONDENCE DATA

Fax Number: 6173109401
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.
Phone: 6174392401
Email: rsanft@nutter.com
Correspondent Name: Mark Leonardo
Address Line 1: 155 Seaport Boulevard
Address Line 2: Seaport West
Address Line 4: Boston, MASSACHUSETTS 02210

DOMESTIC REPRESENTATIVE

Name: Mark Leonardo
Address Line 1: 155 Seaport Boulevard
Address Line 2: Seaport West
Address Line 4: Boston, MASSACHUSETTS 02210

NAME OF SUBMITTER:	Mark Leonardo
SIGNATURE:	/s/Mark Leonardo/
DATE SIGNED:	12/09/2021

Total Attachments: 4
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (hereinafter referred to as "Assignment") between Sabormex Europa, S.L. (hereinafter referred to as "Assignor"), and Sabormex, S.A.P.I. de C.V. (hereinafter referred to as "Assignee"). Both Assignor and Assignee are collectively referred to herein as the "Parties".

RECITALS

WHEREAS, Assignor agrees to assign to Assignee, and Assignee wishes to acquire from Assignor, all of Assignor's rights, title and interest in and to the trademark applications and trademark registrations identified and set forth on Schedule A attached hereto, and all goodwill associated with the foregoing (collectively, the "Assigned Trademarks"); and

WHEREAS, Assignor wishes to confirm Assignee's ownership of the Assigned Trademarks and assign to Assignee all worldwide right, title and interest in and to the Assigned Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby agree as follows:

1. Assignment of Assigned Trademarks. Assignor hereby irrevocably sells, transfers, conveys, assigns and delivers to Assignee any and all worldwide right, title and interest Assignor holds, or may hold, in and to the Assigned Trademarks, including the goodwill of the business in connection with which said marks are used and which is symbolized by said marks, together with all rights derived therefrom and any registrations and applications therefor, including, without limitation, statutory, common law and contractual rights, in, to and under the Assigned Trademarks that are or may be secured under the laws of the United States, any multi-national trademark authority or any foreign country, now or hereafter arising or in effect, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors and assigns to the end of the term or terms for which the Assigned Trademarks is granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, and in and to all rights to collect income, royalties, damages and payments in connection with any of the foregoing, including, without limitation, in and under all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned under this Assignment.
2. Recordation of Assignment. The Parties hereby request and authorize the relevant authority at the United States Patent and Trademark Office and/or the applicable foreign authorities to record Assignee as the assignee and owner of the Assigned Trademarks.
3. Further Assistance. Assignor shall provide Assignee, its successors and assigns, and their legal representatives such information, documents and assistance as Assignee or any such

*Trademark Assignment
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other person or entity may reasonably request to effectuate and implement this Assignment.

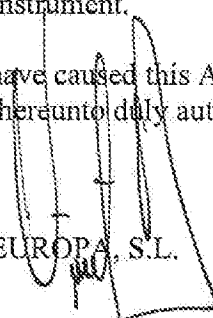
4. Counterparts. This Assignment may be executed by the Parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, and all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the date below by their respective officers thereunto duly authorized.

ASSIGNOR

SABORMEX EUROPA, S.L.

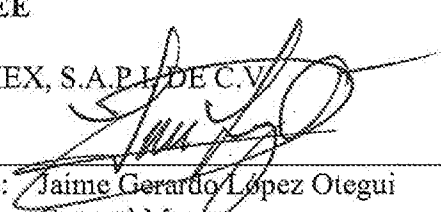
By


Name: Vicente López Abad
Title: General Manager
Date: November 10th, 2021

ASSIGNEE

SABORMEX, S.A.P.I. DE C.V.

By


Name: Jaime Gerardo López Otegui
Title: General Manager
Date: November 10yth, 2021



SCHEDULE A

Current Owner	Trademark	Class	Reg. No. App. No.
SABORMEX EUROPA, S.L.	LA SIERRA	29	1860476
SABORMEX EUROPA, S.L.	LA SIERRA	29 y 30	955872
SABORMEX EUROPA, S.L.	CLEMENTE JACQUES	29	3345407
SABORMEX EUROPA, S.L.	LEGAL	30	3668863
SABORMEX EUROPA, S.L.	LEGAL & Design	30	3668865
SABORMEX EUROPA, S.L.	Design (JAROCHITO)	30	3650901
SABORMEX EUROPA, S.L.	LA SIERRA	29	3566036
SABORMEX EUROPA, S.L.	CLEMENTE JACQUES	29, 30	3769934
SABORMEX EUROPA, S.L.	CLEMENTE JACQUES & Design	29	3863975
SABORMEX EUROPA, S.L.	DESPIERTA EL SABOR & Design	29	3863976
SABORMEX EUROPA, S.L.	AUTHENTIC TEXAS FLAVOR & Design	29	4262239
SABORMEX EUROPA, S.L.	NOBODY TEACHES CLEMENTE JACQUES HOW TO MAKE CHILES	29	4518379

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**TRADEMARK
REEL: 007524 FRAME: 0265**

SABORMEX EUROPA, S.L.	Design	30	4481641
SABORMEX EUROPA, S.L.	ORO & Design	30	4471385
SABORMEX EUROPA, S.L.	ORO	30	3805511
SABORMEX EUROPA, S.L.	CAFÉ GARAT & Design	30	3645889
SABORMEX EUROPA, S.L.	GARAT	30	3774086
SABORMEX EUROPA, S.L.	CLEMENTE JACQUES & Design	29	4827525
SABORMEX EUROPA, S.L.	CAFÉ GARAT	43	90/257,297
SABORMEX EUROPA, S.L.	LA SIERRA	30	87/900,661

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RECORDED: 12/09/2021

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