

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM704970

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Uriel Arellano		01/26/2022	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Señor Fiesta #2 LLC		
Street Address:	1943 Jesse Jewel Parkway, Suite 900		
City:	Gainesville		
State/Country:	GEORGIA		
Postal Code:	30501		
Entity Type:	Limited Liability Company: GEORGIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5707738	SEÑOR FIESTA MEXICAN RESTAURANT	
Registration Number:	5725007	SEÑOR FIESTA MEXICAN RESTAURANT AUTHENTI	
CORRESPONDENCE DATA			
Fax Number:	4048738501		
<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:	4048738500		
Email:	trademarks@agg.com		
Correspondent Name:	Anuj Desai Arnall Golden Gregory LLP		
Address Line 1:	171 17th Street NW, Suite 2100		
Address Line 4:	Atlanta, GEORGIA 30363		
ATTORNEY DOCKET NUMBER:	39629.1		
NAME OF SUBMITTER:	Anuj Desai		
SIGNATURE:	/Anuj Desai/		
DATE SIGNED:	01/27/2022		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment") is made and entered into as of the 29th day of January, 2022 ("Effective Date"), by and between Uriel Arellano, located at 8950 Yellow Pine Court, Gainesville, GA, 30506, USA ("Assignor"), and Señor Fiesta #2 LLC, a Georgia limited liability company, located at 1943 Jesse Jewel Parkway, Suite 900, Gainesville, GA, 30501, USA ("Assignee") (collectively, the "Parties").

WITNESSETH

WHEREAS, Assignor is the owner of the trademarks and trademark applications and registrations set forth on Schedule A attached hereto, and incorporated herein by reference (the "Marks");

WHEREAS, Assignor desires to convey, transfer, and assign to Assignee the Marks, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office; and

WHEREAS, the Parties desire to enter into this Assignment to affect the transfer of all right, title, and interest in and to the Marks to Assignee.

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Transfer and Assignment. Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:
 - a. the Marks, including, without limitation, all registrations, renewals, issuances, extensions, and renewals thereof, together with the goodwill of the business connected with the use of, and symbolized by, the Marks;
 - b. all rights of any kind whatsoever of Assignor accruing under any of the Marks provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;
 - c. any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and
 - d. any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the Effective Date, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.
2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record this Trademark Assignment upon request by either one of the Parties. Following the

Effective Date, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Marks to Assignee, or any assignee or successor thereto.

3. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the Parties and their respective successors and assigns.
4. Entire Agreement. This Assignment represents the entire agreement between the Parties regarding the Marks and supersedes any previous oral or written agreement, understanding, discussion, or other documentation to the contrary.
5. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the state of Georgia, without giving effect to any choice or conflict of law provision or rule (whether of the state of Georgia or any other jurisdiction).

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the Effective Date.

ASSIGNOR
Uriel Arellano

By: Uriel Arellano

Name: Uriel Arellano

ASSIGNEE
Señor Fiesta #2 LLC

By: Uriel Arellano

Name: Uriel Arellano

Its: Managing Member

SCHEDULE A

Assigned Trademarks

Mark	Registration No.	International Class	Registration Date
SEÑOR FIESTA	5707738	043	March 26, 2019