

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM777223

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	LICENSE
SEQUENCE:	3

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rinoval de Mexico, S.A. de C.V.		12/28/2022	Corporation: MEXICO

RECEIVING PARTY DATA

Name:	Administraciones Profesionales de Vallarta, S.A. de C.V.
Street Address:	Paseo de los Cocoteros s/n, lote 53, villa 8
Internal Address:	interior 11, fraccionamiento Nuevo Vallarta
City:	Bahia de Banderas, Nayarit
State/Country:	MEXICO
Postal Code:	63732
Entity Type:	Corporation: MEXICO

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	6574627	MARIVAL DISTINCT
Registration Number:	6026366	MARIVAL

CORRESPONDENCE DATA

Fax Number: 3124449027

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: 3128554330

Email: dfumagalli@chuhak.com

Correspondent Name: Daniel J. Fumagalli

Address Line 1: 120 S. Riverside Plaza

Address Line 2: Suite 1700

Address Line 4: Chicago, ILLINOIS 60606

DOMESTIC REPRESENTATIVE

Name: Ronald Primack c/o Chuhak & Tecson, P.C.

Address Line 1: 120 S. Riverside Plaza

Address Line 2: Suite 1700

Address Line 4: Chicago, ILLINOIS 60606

OP \$65.00 6574627

NAME OF SUBMITTER:	Daniel J. Fumagalli
SIGNATURE:	/Daniel J. Fumagalli/
DATE SIGNED:	12/29/2022
Total Attachments: 3 source=3. Memo SUB lice RME-APV#page1.tif source=3. Memo SUB lice RME-APV#page2.tif source=3. Memo SUB lice RME-APV#page3.tif	

MEMORANDUM OF SUBLICICENSE

This Memorandum of Sublicense (this "Memorandum") is made and entered into this 28 day of December 2022 by and between RINOVAL DE MEXICO, S.A. DE C.V., a *Sociedad Anonima de de Capital Variable* organized in Mexico and located in Paseo Cocoteros s/n, fraccionamiento Nuevo Vallarta 63732, Bahía de Banderas, Nayarit R.F.C. RME831207DR4 (Sublicensor) and ADMINISTRACIONES PROFESIONALES DE VALLARTA, S.A. DE C.V., a *Sociedad Anonima de Capital Variable* organized in Mexico and located in Paseo de los Cocoteros s/n, lote 53, villa 8, interior 11, fraccionamiento Nuevo Vallarta 63732, Bahía de Banderas, Nayarit R.F.C. APV07062684A ("Sublicensee"). Sublicensor and Sublicensee are sometimes referred to herein individually as a "Party" and together as the "Parties." Sublicensor and Sublicensee agree to and acknowledge the following matters:

1. Sublicensor and Sublicensee entered into that certain Trademark Sublicense Agreement having an effective date of January 1, 2022, as from time to time amended and assigned, wherein Sublicensor has licensed to Sublicensee, and Sublicensee has licensed from Sublicensor, subject to the terms, covenants and conditions contained therein, those certain trademarks and the goodwill associated therewith described on Exhibit A attached hereto ("Trademarks") and made a part hereof (the "Sublicense Agreement"). The Sublicensor has a valid Trademark License Agreement in effect and has the right to sublicense the Trademarks to Sublicensee.

2. The Trademarks are sublicensed to Sublicensee by Sublicensor for the period of time and upon the terms and conditions more fully set forth in the Sublicense Agreement. Said Sublicense Agreement is hereby incorporated by reference, and copies thereof are on file at the offices of Sublicensor and Sublicensee.

3. The initial term of the sublicense commenced on January 1, 2022, and shall continue in full force and effect for a period of one (1) year, and shall automatically renew for additional one (1) year periods, unless either Party provides written notice of non-renewal to the other Party, not less than thirty (30) days prior to the expiration of any one (1) year term (the "Term"). In the event that the License Agreement is terminated, the Sublicense Agreement shall hereby be terminated.

4. The address of Sublicensor is: Paseo Cocoteros s/n, fraccionamiento Nuevo Vallarta 63732, Bahía de Banderas, Nayarit.

5. The address of Sublicensee is: Paseo de los Cocoteros s/n, lote 53, villa 8, interior 11, fraccionamiento Nuevo Vallarta 63732, Bahía de Banderas, Nayarit.

6. The purpose of this Memorandum is to give record notice to all persons that Sublicensee has a licensed interest in and to the Trademarks pursuant to the Trademarks and of the rights and obligations created thereby, all of which are confirmed.

7. Sublicensee shall pay Sublicensor a royalty fee for the license rights as set forth in the Sublicense Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Sublicense as of the day and year first above written.

SUBLICENSOR:

RINOVAL DE MEXICO, S.A. DE C.V.

By: _____
Name: Pietro Rizzuto Rosiles.
Title: Representative.



SUBLICENSEE:

ADMINISTRACIONES PROFESIONALES DE VALLARTA, S.A. DE C.V

By: _____
Name: Maria Silvia Ceballos Leon.
Title: Representative.



EXHIBIT A

TRADEMARKS

Rinoyal de Mexico, SA de CV to Administraciones Profesionales de Vallarta, S.A. de C.V.				
	Seria Number	Reg Number	Word Mark	Class(es)
1	90479082	6574627	Marival Distinct	43 and 44
2	87548432	6026366	Marival	43 and 44