

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM792411

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| ELVA ARACELI ALONSO GONZALEZ | | 03/02/2023 | INDIVIDUAL: MEXICO |
| RECEIVING PARTY DATA | | | |
| Name: | Pastor-Villareal Inc. | | |
| Street Address: | 5744 Whitewood Ave | | |
| City: | Lakewood | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90712 | | |
| Entity Type: | Corporation: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5664230 | GREEN ELV NUTRITION | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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: | 9179333895 | | |
| Email: | dhalberstein@mclaughlinstern.com | | |
| Correspondent Name: | Abraham Lichy | | |
| Address Line 1: | 260 Madison Avenue | | |
| Address Line 4: | New York, NEW YORK 10016 | | |
| NAME OF SUBMITTER: | Danit Halberstein | | |
| SIGNATURE: | /Danit Halberstein/ | | |
| DATE SIGNED: | 03/07/2023 | | |
| Total Attachments: 4 | | | |
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OP \$40.00 5664230

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“**Trademark Assignment**”), dated as of March 2, 2023, is made by and between, ELVA ARACELI ALONSO GONZALEZ, a Mexican Citizen, with a principal address at Haya #615, Privadas de Anahuc, S. Esp, Escobedo Mexico 66059 (“**Assignor**”), in favor of PASTOR-VILLAREAL INC., a California Corporation, with a principal address at 5744 Whitewood Ave, Lakewood, California 90712 (the “**Assignee**”).

WHEREAS, Assignor hereby conveys, transfers, and assigns to Assignee certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor’ right, title, and interest in and to the following:

- a. the trademark set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the “**Assigned Trademark**”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademark;
- b. all rights of any kind whatsoever of Assignor accruing under any of the foregoing 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 date hereof, 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. Fee. The fee shall be paid in accordance with the Trademark Acquisition Agreement entered into by and between Seller and Buyer (as defined therein).

3. Recordation and Further Actions. Assignor hereby authorize the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, 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 necessary to effect, evidence, or perfect the assignment of the Assigned Trademark to Assignee, or any assignee or successor thereto

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. 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 California without giving effect to any choice or conflict of law provision or rule (whether of the State of California or any other jurisdiction).

IN WITNESS WHEREOF, Assignor have duly executed and delivered this Trademark Assignment as of the date first written above.

ELVA ARACELI ALONSO GONZALEZ

By: 
Name: ELVA ARACELI ALONSO
GONZALEZ

AGREED TO AND ACCEPTED:

PASTOR-VILLAREAL INC.

By: 
Name: ALVARO PASTOR
Title: Owner

SCHEDULE 1
ASSIGNED TRADEMARKS

Trademarks

| Mark | Jurisdiction | Registration Number | Registration Date |
|---------------------|---------------------|----------------------------|--------------------------|
| GREEN ELV NUTRITION | Federal | 5664230 | January 29, 2019 |

