

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM803636

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BECLE, S.A.B. DE C.V.		10/09/2020	Corporation: MEXICO
RECEIVING PARTY DATA			
Name:	THE LA VIUDA FOOD COMPANY INC.		
Street Address:	530 Seventh Avenue		
Internal Address:	Floor M1		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4183573	DE LA VIUDA	
CORRESPONDENCE DATA			
Fax Number:	3322588949		
<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:	332-258-8400		
Email:	marianne.mastrovito@wbd-us.com		
Correspondent Name:	MARIE-ANNE MASTROVITO		
Address Line 1:	950 THIRD AVE		
Address Line 2:	SUITE 2400		
Address Line 4:	NEW YORK, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	116016.0004.1		
NAME OF SUBMITTER:	Marie-Anne Mastrovito		
SIGNATURE:	/MAM/		
DATE SIGNED:	04/17/2023		
Total Attachments: 4			
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AGREEMENT ON THE TRANSFER OF TRADEMARK RIGHTS REST OF THE WORLD ("ROW")

AGREEMENT OF ONEROUS ASSIGNMENT OF RIGHTS THAT CELEBRATE, ON THE ONE HAND, **BECLE, S.A.B. DE C.V.**, AS SUCCESSOR IN TITLE OF **CORPORATIVO DE MARCAS GJB, S.A. DE C.V.**, HEREINAFTER REFERRED TO AS **THE ASSIGNOR** AND ON THE OTHER HAND, **THE LA VIUDA FOOD COMPANY INC.**, HEREINAFTER REFERRED TO AS **THE ASSIGNEE**, IN ACCORDANCE WITH THE FOLLOWING DECLARATIONS AND CLAUSES

I. Declares "THE ASSIGNOR":

- a) To be a commercial company constituted and existing in accordance with the laws of the United Mexican States, with domicile in Guillermo Gonzalez Camarena No. 800, 4th Piso, Colonia Santa Fe, Alcaldía Alvaro Obregon, c.p. 01210, Mexico City, Mexico.
- b) That our legal representative has the necessary domain powers to enter into this contract, which has not been revoked or modified in any way since its granting.
- c) That it is the legal owner of the trademark applications and registrations whose particulars are shown in the document attached to this as "ANNEX A" and that are in process or registered, as appropriate, before the different Offices, Institutes, Departments or Superintendencies in charge of granting or granting trademark registrations in those countries where THE TRADEMARKS are registered, and that in this act are considered literally reproduced, forming an integral part of this contract, hereinafter "THE TRADEMARKS".
- d) That it intends to assign ownership to "THE ASSIGNEE" all the rights related to "THE TRADEMARKS" and its commercial credit also called "Goodwill".

II. Declares "THE ASSIGNEE":

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- a) To be a Commercial Company incorporated and existing in accordance with the laws of Delaware, United States of America, with a registered office at 850 New Burton Road, Suite 201, Dover, Kent County, Delaware, 19904, United States of America.
- b) That our legal representative has all the necessary administrative powers to enter into this contract and bind it in all its terms, which have not been revoked or modified in any way since its granting.
- c) That it intends to receive in property all the rights, titles and interests related to "THE TRADEMARKS".

III. Both parties state that they are aware of the above statements, that all of them are true, so it is their will to be bound by the following:

CLAUSES

FIRST. THE ASSIGNOR in this act, assigns and transfers all property and rights over THE TRADEMARKS and over their commercial credit, also called "Goodwill".

SECOND. THE ASSIGNEE in this act, accepts the assignment and transfer of the rights and prerogatives derived from THE TRADEMARKS and their commercial credit, also called "Goodwill".

THIRD. The parties agree that the price of this Assignment was agreed in a separate document. This price will be paid in the form and terms in which it is established in said separate document.

FOURTH. THE ASSIGNEE, in this act, authorizes the members Ricardo Juarez Avina, Cynthia Corro Origel, Javier Antonio Hernandez Ramirez, Ana Elisa Crespo Hernandez, Karen Beatriz Miranda Alvarado, Daniel Herrera Flores, Lawrence E. Abelman, Erica Halstead, Marie-Anne Mastrovito, Jose Pablo Perez Zea, Jacqueline Caraza Campuzano, Daniel Legaspi Jaime, Maria Enriqueta Molina Macfas, Efrain Olmedo Velazquez, Ivanna Lidia Craviotto Martinez, Carlos Alberto Mendoza Serrano and Hector Melgoza Rendon, so that together or separately they carry out the procedures that are necessary for the registration of this contract with the various Industrial Property offices in the municipality.

FIFTH. In the event that any jurisdiction requires that additional requirements be met, such as notarial ratification and / or legalization before the consulate or by Apostille, the Parties undertake to carry out the necessary acts to comply with said requirements.

Given and signed, in triplicate in three goals, in Mexico City, Mexico on October 9, 2020.

BECLE, S.A.B. DE C.V.

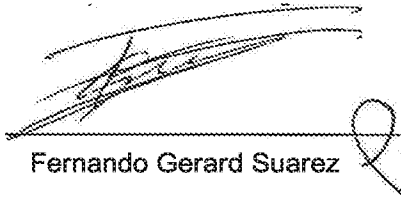


Juan Domingo Beckmann Legorreta
Legal Representative

**THE LA VIUDA FOOD
COMPANY INC**



Marlon Bolasingh
Legal
Representative



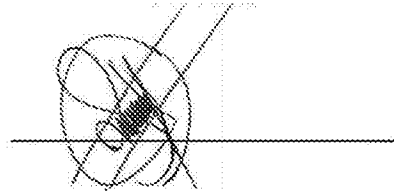
Fernando Gerard Suarez
Representative Legal

WITNESS



RICARDO JUÁREZ AVIÑA
Guillermo Gonzalez Camarena 800 Piso
2 Col. Santa Fe,
Mayor Alvaro Obregon
01210, Mexico City

TEXTS 0



VIANNEY RAMOS ROSALES
Guillermo Gonzalez Camarena 800, PB Col.
Santa Fe,
Alcaldi a Alvaro Obregon
01210, Mexico City

ANEX A

PAIS	MARCA	REGISTRATION OR APPLICATION NUMBER
CANADA	DE LA VIUDA	TMA945963
CHINA	DE LA VIUDA	7070091
GUATEMALA	DE LA VIUDA	2008-9872
INDIA	DE LA VIUDA	1757751
JAPAN	DE LA VIUDA	5292779
NORWAY	DE LA VIUDA	249877
SWITZERLAND	DE LA VIUDA	582744
UNITED STATES	DE LA VIUDA	4183573