

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM829560

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|---|------------------------------------|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | LICENSE | | |
| SEQUENCE: | 2 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Rinoval de Mexico, S.A. de C.V. | | 06/01/2023 | Corporation: MEXICO |
| RECEIVING PARTY DATA | | | |
| Name: | Travel Management Consulting, Inc. | | |
| Street Address: | 1901 S. Meyers Rd. | | |
| Internal Address: | #500 | | |
| City: | Oakbrook Terrace | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60181 | | |
| Entity Type: | Corporation: ILLINOIS | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 6026366 | MARIVAL | |
| Registration Number: | 6574627 | MARIVAL DISTINCT | |
| Registration Number: | 6574629 | MARIVAL EMOTIONS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3124449027 | | |
| <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: | 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 | | |
| NAME OF SUBMITTER: | Daniel J. Fumagalli | | |
| SIGNATURE: | /Daniel J. Fumagalli/ | | |
| DATE SIGNED: | 08/04/2023 | | |
| Total Attachments: 2 | | | |

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TERMINATION AGREEMENT OF TRADEMARK SUBLICENSE

This Agreement entered into by and between TRAVEL MANAGEMENT CONSULTING, INC., a Delaware corporation hereinafter referred to as the "Sublicensor," and RINOVAL DE MEXICO, S.A. DE C.V., a Mexican *Sociedad Anonima de Capital Variable*, hereinafter referred to as the "Sublicensee", each a "Party" and collectively hereinafter referred to as the "Parties".

RECITALS

WHEREAS, Sublicensor entered into a Trademark License Agreement with Alfonso Rizzuto ("Owner") dated January 1st, 2022 ("Master License") for the license and right to sublicense the use of the below-listed trademarks ("Trademarks") registered before the US Patent and Trademark Office ("USPTO"). Sublicensor acquired the right to license others to use of the Trademarks.

| Travel Management Consulting to Rinoval de Mexico, SA de CV | | | | |
|---|--------------|------------|------------------|-----------|
| | Seria Number | Reg Number | Word Mark | Class(es) |
| 1 | 90479097 | 6574629 | Marival Emotions | 43 and 44 |
| 2 | 90479082 | 6574627 | Marival Distinct | 43 and 44 |
| 3 | 87548432 | 6026366 | Marival | 43 and 44 |

WHEREAS, Sublicensor entered into a Trademark SubLicensing Agreement with the Sublicensee, effective January 1, 2022 (the "Sublicense"), for the purpose of granting the use of the Trademarks.

WHEREAS, on December 29, 2022, a Memorandum of the License was registered with the USPTO, as identified in Reel/Frame No. 7973/0918 by the USPTO.

WHEREAS, on June 1, 2023, Owner transferred his rights to the Trademarks and the Master License to Pianguiu Holdings, Inc., a corporation incorporated under the laws of Canada.

WHEREAS, thereafter, on June 1, 2023, Pianguiu Holdings, Inc. assigned and transferred the Trademarks and the Master License to Touristic Trade Consulting, Inc., a Delaware corporation.

NOW THEREFORE, it is hereby agreed by and between the Parties, as follows:

1. RECITALS. The Parties hereby agree that the aforementioned Recitals are contractual and form a part of this Agreement.
2. EARLY TERMINATION. Both Parties agree to terminate the Sublicense prematurely. The termination will take effect from the date of signing this Agreement and shall be immediately enforceable.
3. EXTINGUISHMENT OF OBLIGATIONS. With the termination of the Sublicense, all obligations and rights derived from the Sublicense shall be extinguished and without any effect between the parties.
4. DELIVERY OF DOCUMENTATION. If and when applicable, the Sublicensee undertakes to return to the Sublicensor all documents, materials, and elements related to the licensed Trademarks, including but not limited to logos, digital files, usage manuals, and any other material

provided by the Licensor for the exercise of the Sublicense. The return shall be completed within 10 days following the Sublicensor's request.

5. CONFIDENTIALITY. Both Parties agree to maintain the confidentiality of all information and documentation provided by the other Party during the term of the Sublicense. This obligation of confidentiality shall continue to exist after the termination of the Sublicense.

6. APPLICABLE LAW AND JURISDICTION. This Agreement shall be governed and interpreted in accordance with the laws of the United States. Any dispute arising from this Agreement shall be submitted to the competent courts located in Chicago, Illinois.

The Parties, duly represented, express their agreement and sign this Termination Agreement of Trademark Sublicense on June 1, 2023.

SUBLICENSOR:

TRAVEL MANAGEMENT CONSULTING, INC.

By: _____

Name: Alfonso Rizzuto

Title: President

SUBLICENSEE:

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

By: _____

Name: Maria Silvia Ceballos Leon

Title: General Representative