

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Alan Roger Faena | | 11/27/2007 | INDIVIDUAL: ARGENTINA |
| RECEIVING PARTY DATA | | | |
| Name: | FELLMIX CORPORATION S.A. | | |
| Street Address: | Colonia St. No. 810, Office 403 | | |
| City: | Montevideo | | |
| State/Country: | URUGUAY | | |
| Entity Type: | CORPORATION: URUGUAY | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77058791 | F FAENA | |
| Serial Number: | 77298245 | FAENA HOTEL + UNIVERSE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (787)998-7474 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 7877223446 | | |
| Email: | arturo@perezguerrero.com | | |
| Correspondent Name: | Arturo Perez-Guerrero | | |
| Address Line 1: | P.O. Box 9024163 | | |
| Address Line 4: | San Juan, PUERTO RICO 00902-4163 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Arturo Perez-Guerrero | | |
| Address Line 1: | P.O. Box 9024163 | | |
| Address Line 4: | San Juan, PUERTO RICO 00902-4163 | | |
| NAME OF SUBMITTER: | Arturo Perez-Guerrero | | |

OP \$65.00 77058791

Signature:

/Arturo Perez-Guerrero/

Date:

02/24/2008

Total Attachments: 2

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ASSIGNMENT OF APPLICATION OF MARKS

WHEREAS, ALAN ROGER FAENA, a citizen of Argentina, whose principal place of business is at Alicia Moreau de Justo St. Nbr. 750, Buenos Aires, Argentina, owns and has a bona fide intent to use the following marks:

F FAENA (stylized and with design) in connection with "real estate agencies, real estate management, real estate brokers, real estate consultation, real estate appraisal, leasing of real estate, rental of offices, renting of apartments, financial management, fund investments, capital investments" - class 36- and "bar services, cafés, cafeterias, restaurants, snack-bars, hotels, boarding houses, motels, tourist homes" - class 43- and;

FAENA HOTEL + UNIVERSE in connection with "real estate agencies, real estate management, real estate brokers, real estate consultation, real estate appraisal, leasing of real estate, rental of offices, renting of apartments, financial management, fund investments, capital investments" - class 36- and "bar services, cafés, cafeterias, restaurants, snack-bars, hotels, boarding houses, motels, tourist homes" - class 43-;

WHEREAS, Assignor has applied to register these Marks on the Principal Register of the United States Patent and Trademark Office based on Assignor's bona fide intent to use the mark in commerce, in connection with the above described goods, Application Serial No. 77/058791, filed on December 7, 2006, and Application Serial No. 77/298245, filed on October 8, 2007, respectively;

WHEREAS, FELLMIX CORPORATION S.A., a corporation organized under the laws of the Uruguay Republic, with its principal place of business at Colonia St. Nbr. 810, Off. 403, Montevideo, Uruguay, desires to acquire the business of Assignor's in connection with which Assignor has a bona fide intent to use the pending Applications;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assign and transfers to Assignee all right, title and interest in and to the

pending Applications therefore, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Marks.

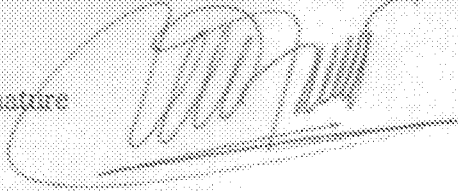
[CEDENTE]


Signature
ALAN ROGERY SENA

[CESIONARIO]

By: FELLMIX CORPORATION S.A.

Signature


Name and Title of Officer
MARIA FERNANDA NAVEIRA
ATTORNEY

Date of Execution: November 27, 2007