

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	Loco 124, Inc.		11/30/2010
			<b>Entity Type</b>
			CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Loco Management, Inc.		
<b>Street Address:</b>	115 Stanton Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10002		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Serial Number:	78025323	SAN LOCO MEXICO
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)308-4844		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212 308-4411		
<b>Email:</b>	trademark@eapdlaw.com		
<b>Correspondent Name:</b>	David Weild III		
<b>Address Line 1:</b>	F.D.R. Station, P.O. Box 130		
<b>Address Line 4:</b>	New York, NEW YORK 10150		
<b>ATTORNEY DOCKET NUMBER:</b>	302605-4006		
<b>NAME OF SUBMITTER:</b>	David Weild		
<b>Signature:</b>	/dw/		
<b>Date:</b>	12/02/2010		

CH \$40.00 78025323

Total Attachments: 3

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## TRADEMARK ASSIGNMENT

WHEREAS, Loco 124, Inc., a New York corporation having an address at 124 2<sup>nd</sup> Avenue, New York, New York, 10003 (hereinafter "ASSIGNOR"), has used the trademarks identified in Schedule A attached (hereinafter referred to as trademarks), registered in the United States Patent and Trademark Office, as set forth on the attached Schedule A; and

WHEREAS, Loco Management, Inc., a New York corporation having an address of 115 Stanton Street, New York, New York, 10002 (hereinafter "ASSIGNEE") is desirous of acquiring any and all rights that ASSIGNOR may have in the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover damages and profits for past infringements;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE, all right, title and interest in and to the said mark and the registration thereof for the United States and throughout the world together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, together with the right to recover damages and profits for past infringement thereof,

ASSIGNOR agrees to execute and deliver at the request of the ASSIGNEE, all papers, instruments and assignments, and to perform all reasonable acts as ASSIGNEE may require in order to consolidate, vest and record all of ASSIGNOR'S right, title, and interest in and to the said mark in ASSIGNEE and to provide evidence to support any of the

foregoing in the event such evidence is required or deemed necessary by ASSIGNEE, to the extent such evidence is within the possession or control of ASSIGNOR.

IN WITNESS WHEREOF, the ASSIGNOR has executed this Trademark Assignment as an instrument under seal on this 30 day of November, 2010.

LOCO 124, INC.

By: [Signature]  
Name: DARRELL NELSEN  
Title: CEO/PRESIDENT

STATE OF New York  
COUNTY OF New York ss.

On this the 30 day of November, 2010, before me appeared Darrell Nielsen, the person who signed this instrument, who acknowledged that he signed such instrument as his free act and deed.

GENYA K. BLAHY  
Notary Public State of New York  
No. 01BL6139335  
Qualified in Queens County  
My Commission Expires January 9 2019

[Signature]  
Notary Public  
My commission expires: January 9, 2014

The foregoing Trademark Assignment of said trademarks and related rights by ASSIGNOR is hereby accepted as of this 30 day of November, 2010.

LOCO MANAGEMENT, INC.

By: [Signature]  
Name: DARRELL NELSEN  
Title: CEO/PRESIDENT

STATE OF New York  
COUNTY OF New York ss.

On this the 30 day of November, 2010, before me appeared Darrell Nielsen, the person who signed this instrument, who acknowledged that he signed such instrument as his free act and deed.

[Signature]

GENYA K. BLAHY  
Notary Public State of New York  
No. 01BL6139335  
Qualified in Queens County  
My Commission Expires January 9 2019

NYC 86-4229.1

TRADEMARK  
REEL: 004423 FRAME: 0655

SCHEDULE A

Trademark

U.S. Reg. No.

SAN LOCO MEXICO & DESIGN

2,631,724

NYC 864220.1