

TRADEMARK ASSIGNMENT

Electronic 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
Edna Mejia Calvillo		11/09/2012	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	Hector D Cuadra Munoz		
Street Address:	Kappa 108 B		
Internal Address:	Fracc. Industrial Delta		
City:	Leon, Guanajuato		
State/Country:	MEXICO		
Postal Code:	37530		
Entity Type:	INDIVIDUAL: MEXICO		
Name:	Francisco J Cuadra Munoz		
Street Address:	Kappa 108 B		
Internal Address:	Fracc. Industrial Delta		
City:	Leon, Guanajuato		
State/Country:	MEXICO		
Postal Code:	37530		
Entity Type:	INDIVIDUAL: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2373075	ALTA MONTANA	
CORRESPONDENCE DATA			
Fax Number:	7879987474		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	787-722-4450		
Email:	arturo@perezguerrero.com		

OP \$40.00 2373075

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
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Address Line 4: San Juan, PUERTO RICO 00902-4163

NAME OF SUBMITTER:	Arturo Perez-Guerrero
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Signature:	/Arturo Perez-Guerrero/
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Date:	11/12/2012
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Total Attachments: 2
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ASSIGNMENT

WHEREAS, EDNA MEJIA CALVILLO (hereinafter the assignor), having his address at Boulevard Adolfo Lopez Mateos 2603 Norte LEON GUNAJUATO 37180 MEXICO is the owner of record of United States Trade Mark Registration No. 2373075, filed on May the 3rd, 1994 and registered on August the 1st, 2000 for the trade mark ALTA MONTANA

And WHEREAS, HECTOR DAVID CUADRA MUÑOZ and FRANCISCO JAVIER CUADRA MUÑOZ (hereinafter the Assignees), the full post office address of whose principal office or place of business is in KAPPA 108 B, FRACC. INDUSTRIAL DELTA, León, Guanajuato, México, 37530, have acquired evenly split from the said Assignor, the whole right, title and interest in and to the said United States trademark application, together with the goodwill of the business carried on in United States in association with the said trade mark.

NOW THEREFORE , for ONE DOLLAR and other good and valuable consideration the receipt of which is hereby acknowledged, the said Assignor confirms that it has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the said Assignee , their successors and assigns, all right, title and interest for United States in and to the said trade mark and said registration, together with the goodwill of the business carried on in United States in association with the said trade mark, the same to be held by the said Assignee , as fully and effectually as they would have been held by the said Assignor , had this assignment and sale not been made.

EXECUTED at Leon, Guanajuato, Mexico, this 9 of November 2012.


EDNA MEJIA CALVILLO

Assignor


HECTOR DAVID CUADRA MUÑOZ


FRANCISCO JAVIER CUADRA MUÑOZ

Assignees


CESION

COMPAÑIA A, en adelante "EL CEDENTE", con dirección en Boulevard Adolfo Lopez Mateos 2603 Norte LEON GUNAJUATO 37180 MEXICO es el titular del Registro de marca no. 2373075 en Estados Unidos de América solicitado el 3 de Mayo de 1994 y registrado el 1 de Agosto de 2000 para la marca ALTA MONTANA.

Y, HECTOR DAVID CUADRA MUÑOZ y FRANCISCO JAVIER CUADRA MUÑOZ, en adelante "EL CESIONARIO" con dirección principal en KAPPA 108 B, FRACC. INDUSTRIAL DELTA, León, Guanajuato, México, 37530 han adquirido en partes iguales de "EL CEDENTE", el derecho, título e interés de la marca en Estados Unidos de América en conjunto con la buena voluntad de la actividad comercial en Estados Unidos de América en asociación con la dicha marca.

Por consiguiente, por la cantidad de UN DÓLAR y otra buena y valiosa consideración se reconoce por medio del presente, "EL CEDENTE" confirma que ha vendido, cedido y transferido, y a través del presente vende, cede y transfiere a "EL CESIONARIO", sus sucesores y cesionarios, todo el derecho, título e interés de dicha marca y registro, en conjunto con la buena voluntad de de la actividad comercial en Estados Unidos de América en asociación con la dicha marca, la misma que se realizará por EL CESIONARIO, tan completo y efectivo como hubiera sido realizado por EL CEDENTE si esta cesión y venta no hayan sido efectuadas.

Firmado en la ciudad de León, Guanajuato a los 9 días del mes de Noviembre del año 2012.


EDNA MEJIA CALVILLO

Assignor


HECTOR DAVID CUADRA MUÑOZ


FRANCISCO JAVIER CUADRA MUÑOZ

Assignees