

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Listo, L.L.C.		11/07/2012	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	La Centro Americana Corporation		
Street Address:	29 Redington Street		
City:	Bay Shore		
State/Country:	NEW YORK		
Postal Code:	11706		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3449508	LEMPIRA	
CORRESPONDENCE DATA			
Fax Number:	5169340952		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5169340951		
Email:	Patents@HighTechAttomeys.com		
Correspondent Name:	Keusey & Associates, P.C.		
Address Line 1:	420 Jericho Tumpike		
Address Line 2:	Suite 324		
Address Line 4:	Jericho, NEW YORK 11753		
ATTORNEY DOCKET NUMBER:	369-10		
NAME OF SUBMITTER:	Edwin H. Keusey, Esq.		
Signature:	/EHK/		
Date:	11/13/2012		
Total Attachments: 1 source=369-10-Assignment-exe-PTO-SETTINGS#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Listo, L.L.C. (the "ASSIGNOR"), a Virginia corporation, having a place of business at Post Office Box 0456, Harrisonburg, VA 22803 owns the following U.S. Trademark Registration (hereinafter "REGISTRATION"):

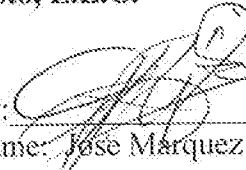
<u>MARK</u>	<u>Registration No.</u>	<u>Registration Date</u>
LEMPIRA	3,449,508	June 17, 2008

WHEREAS, La Centro Americana Corp., a New York corporation, having a place of business at 29 Redington Street, Bay Shore, NY 11706, desires to acquire the REGISTRATION and related trademark rights;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby conveys, assigns, transfers and delivers to ASSIGNEE all rights, title and interest in and to the REGISTRATION, together with the Common Law Rights and goodwill of the business connected with the REGISTRATION, and symbolized by the REGISTRATION.

ASSIGNOR:

Listo, L.L.C.

By:   
Name: Jose Marquez

Date: 11-7-12