

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
Mass Hispanic Marketing, Inc.		10/31/2013	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Mass Holding Company LLC		
Street Address:	8250 NW 27 ST, Suite 301		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33122		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86037773	MASS HISPANIC	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	JJolley@PerkinsCoie.com		
Correspondent Name:	Jennifer L. Jolley		
Address Line 1:	1201 Third Avenue, Suite 4900		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	088337-0003		
NAME OF SUBMITTER:	Jennifer L. Jolley		
Signature:	/jennifer l jolley/		
Date:	11/01/2013		
Total Attachments: 2 source=Mass Trademark Assignment#page1.tif source=Mass Trademark Assignment#page2.tif			

OP \$40.00 86037773

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Mass Hispanic Marketing, Inc. ("**Assignor**"), a Florida corporation with offices at 8250 NW 27 ST, Suite 301, Miami, FL 33122, is the owner of the trademark MASS HISPANIC and design (the "**Marks**"), the goodwill and common law rights in and to the Marks, and the application for the Marks (together, the "**Application**") identified below:

<b>Application</b>		
<b><u>Appln./Reg. No.</u></b>	<b><u>Mark</u></b>	<b><u>Filing Date</u></b>
86037773	MASS HISPANIC	08/14/2013

WHEREAS, Mass Holding Company LLC ("**Assignee**"), a Delaware limited liability company, with offices at 8250 NW 27 ST, Suite 301, Miami, FL 33122, desires to acquire the entire right, title and interest in and to the Marks and the Application, and all goodwill and common law rights associated therewith, and Assignor desires to assign the same to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, convey and set over to Assignee, its successors, legal representatives and assigns, all right, title and interest in and to the Marks and the Application, and the goodwill and common law rights associated therewith, together with all rights, credits, judgments, causes of action, rights of set-off and any and all other claims of every type and nature of, for or arising from or relating to past, present or future infringement, disparagement or claims for royalties, and any and all other rights to enforce or protect any rights constituting or relating to any of the Marks and Application, with the right to sue for such damages, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors and assigns together with all goodwill of the Assignor in connection with the business for which the Marks and Application have been used.

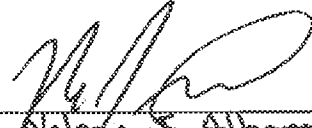
Assignee hereby accepts the assignment and transfer of the Marks and the Application as set forth herein on behalf of itself and its successors, legal representatives and assigns.

The Assignor will, at the reasonable request of Assignee, and at the Assignee's sole expense and cost subject to the Assignor's obligations pursuant to the Contribution Agreement, dated as of October 31, 2013, between the Assignor and the Assignee, execute all instruments and documents and do such additional acts as Assignee may deem necessary or desirable to effect, evidence, record and perfect the assignment and recordation of the rights being assigned hereunder.

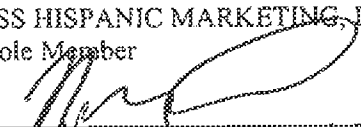
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Signed this 31<sup>st</sup> day of October, 2013.

MASS HISPANIC MARKETING, INC.

By:   
Name: Nelson J. Albareda, Jr.  
Title: President

MASS HOLDING COMPANY LLC

By: MASS HISPANIC MARKETING, INC.,  
Its Sole Member  
By:   
Name: Nelson J. Albareda, Jr.  
Title: President

Signature Page to Mass Trademark Assignment