

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM298462

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CITROMAX S.A.C.I.		02/28/2014	CORPORATION: ARGENTINA
RECEIVING PARTY DATA			
Name:	VRG HOLDINGS, INC.		
Street Address:	444 Washington Avenue		
City:	Carlstadt		
State/Country:	NEW JERSEY		
Postal Code:	07072		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4481319	CITROMAX	
CORRESPONDENCE DATA			
Fax Number:	2158325767		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2155695767		
Email:	perry@blankrome.com		
Correspondent Name:	David M. Perry		
Address Line 1:	One Logan Square		
Address Line 2:	8th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	126455-00101		
NAME OF SUBMITTER:	David M. Perry		
SIGNATURE:	/David M. Perry/		
DATE SIGNED:	03/18/2014		
Total Attachments: 3			
source=citromax assignment#page1.tif			
source=citromax assignment#page2.tif			
source=citromax assignment#page3.tif			

OP \$40.00 4481319

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made effective as of February 28, 2014 by and between CITROMAX S.A.C.I., sometimes referred to as CITROMAX S.A.C.E I., a corporation organized under the laws of Argentina ("ASSIGNOR"), and VRG HOLDINGS, INC. a corporation organized under the laws of the State of New Jersey, with an address at 444 Washington Avenue, Carlstadt, NJ 07072 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the exclusive owner of, and has adopted, the trademark and trademark registration listed in Appendix A;


WHEREAS, ASSIGNEE is desirous of acquiring said trademark and any and all applications and registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its rights, title, and interests in and to said marks, applications and registrations, together with the goodwill of the business symbolized by and associated with said trademarks set forth in Appendix A.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed.

CITROMAX S.A.C.I.

Dated: February 28, 2014

By: 
Name: Vivian Glueck
Title: President

Appendix A

Mark	Country	Registration Number	Registration Date
CITROMAX	USA	4,481,319	02/11/2014