

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM374619

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Adriana Perez Benatar		02/12/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Sf Group Investment LLC		
Street Address:	18167 Biscayne Blvd.		
City:	Aventura		
State/Country:	FLORIDA		
Postal Code:	33160		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3753094	SALSA FIESTA URBAN MEXICAN GRILL	
Registration Number:	4009324	SALSA FIESTA	
Registration Number:	4006152		
Registration Number:	4151290	SALSA FIESTA URBAN MEX GRILL	
Registration Number:	4358863	SALSA FIESTA	
CORRESPONDENCE DATA			
Fax Number:	7037408322		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7037408322		
Email:	trademark@maierandmaier.com		
Correspondent Name:	Christopher J. Maier		
Address Line 1:	345 South Patrick St.		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	04690001TM		
NAME OF SUBMITTER:	Christopher J. Maier		
SIGNATURE:	/Christopher J. Maier/		
DATE SIGNED:	02/25/2016		
Total Attachments: 2			

OP \$140.00 3753094

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ASSIGNMENT OF TRADEMARK APPLICATION

FOR GOOD AND VALUABLE CONSIDERATION,

I, the undersigned hereby agree to assign for said good and valuable consideration, receipt of which is hereby expressly acknowledged, and do hereby sell, assign and transfer unto

SF Group Investment LLC, whose mailing address is, 18167 Biscayne Blvd., Aventura, FL 33160 country: United States of America

a corporation organized under the laws of the state of Florida, as Assignee, and its successors, assigns and legal representatives, the entire right, title and interest, for all countries in and to the trademark for the following marks:

SALSA FIESTA URBAN MEXICAN GRILL (stylized/design), described in trademark application of the United States, identified as Attorney Docket No. 04690001TM and registered on February 23, 2010 as Registration No. 3,753,094 and all the rights and privileges under any and all trademarks that may be granted therefor in any country;

SALSA FIESTA, described in trademark application of the United States, identified as Attorney Docket No. 04690002TM and registered on August 9, 2011 as Registration No. 4,009,324 and all the rights and privileges under any and all trademarks that may be granted therefor in any country;

(design only), described in trademark application of the United States, identified as Attorney Docket No. 04690003TM and registered on August 2, 2011 as Registration No. 4,006,152 and all the rights and privileges under any and all trademarks that may be granted therefor in any country;

SALSA FIESTA URBAN MEX GRILL (stylized/design), described in trademark application of the United States, identified as Attorney Docket No. 04690005TM and registered on May 29, 2012 as Registration No. 4,151,290 and all the rights and privileges under any and all trademarks that may be granted therefor in any country; and

SALSA FIESTA (stylized/design) described in trademark application of the United States, identified as Attorney Docket No. 04690006TM and registered on June 25, 2013 as Registration No. 4,358,863 and all the rights and privileges under any and all trademarks that may be granted therefor in any country.

I agree that, when requested, I will, without charge to said Assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining trademarks in any and all countries and for vesting title thereto in said Assignee, its successors, assigns and legal representatives or nominees.

I authorize and empower the said Assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for trademark the benefit of the right of priority provided by any domestic or international convention, and to invoke and claim such right of priority without further written or oral authorization from me.

I hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said Assignee or nominee to claim the aforesaid benefit of the right of priority provided by the international convention which may henceforth be substituted for it.

