

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM431929

|   |  |                                 |                    |
|---|--|---------------------------------|--------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                                 |                    |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                                 |                    |
| <b>CONVEYING PARTY DATA</b>   |  |                                 |                    |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b>           | <b>Entity Type</b> |
| SALVADOR ROBLES CRUZ  |  | 06/19/2017                      | INDIVIDUAL: MEXICO |
| <b>RECEIVING PARTY DATA</b>   |  |                                 |                    |
| <b>Name:</b>  | PIERDE ALMAS, S.A. DE C.V                          |                                 |                    |
| <b>Street Address:</b>  | INDEPENDENCIA NO. 523, COL. SAN FRANCISCO TUTLA,   |                                 |                    |
| <b>Internal Address:</b>  | SANTA LUCÍA DEL CAMINO.                            |                                 |                    |
| <b>City:</b>  | OAXACA, MEXICO                                     |                                 |                    |
| <b>State/Country:</b>   | MEXICO   |                                 |                    |
| <b>Postal Code:</b>   | 71228  |                                 |                    |
| <b>Entity Type:</b>   | Sociedad Anonima: MEXICO                           |                                 |                    |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |                                 |                    |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                |                    |
| <b>Registration Number:</b>   | 4126668  | LA PURITITA VERDÁ               |                    |
| <b>Registration Number:</b>   | 3952568  | PIERDE ALMAS                    |                    |
| <b>Registration Number:</b>   | 3949232  | OTRA VEZ ESTA MALDITA FELICIDAD |                    |
| <b>CORRESPONDENCE DATA</b>  |  |                                 |                    |
| <b>Fax Number:</b>  |  |                                 |                    |
| <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> |  |                                 |                    |
| <b>Email:</b>   | glopez@masmarcas.com                               |                                 |                    |
| <b>Correspondent Name:</b>  | DULCE HERNANDEZ                                    |                                 |                    |
| <b>Address Line 1:</b>  | CONVENTO DEL ROSARIO #2 INT 304                    |                                 |                    |
| <b>Address Line 2:</b>  | EX-HACIENDA DE STA. MONICA                         |                                 |                    |
| <b>Address Line 4:</b>  | TLALNEPANTLA, MEXICO 54050                         |                                 |                    |
| <b>NAME OF SUBMITTER:</b>   | SALVADOR ROBLES CRUZ                               |                                 |                    |
| <b>SIGNATURE:</b>   | /SALVADORROBLES/                                   |                                 |                    |
| <b>DATE SIGNED:</b>   | 06/20/2017   |                                 |                    |
| <b>Total Attachments: 1</b>   |  |                                 |                    |
| source=Contrato PA y Salvador#page1.tif   |  |                                 |                    |

OP \$90.00 4126668

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNOR: SALVADOR ROBLES CRUZ  
NATURE OF CONVEYANCE: ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL  
ASSIGNEE: PIERDE ALMAS, S.A. DE C.V.

U.S. REGISTRATION NUMBER: 4126668  
Mark: LA PURITITA VERDÁ and STYLIZED/DESIGN

U.S. REGISTRATION NUMBER: 3952568  
Mark: PIERDE ALMAS and STYLIZED/DESIGN

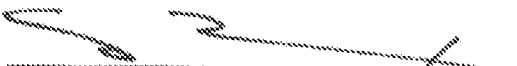
U.S. REGISTRATION NUMBER: 3949232  
Mark: OTRA VEZ ESTA MALDITA FELICIDAD and STYLIZED/DESIGN

### Assignment of Trademarks

the undersigned, SALVADOR ROBLES CRUZ an individual citizen of Mexico City having a place of business at PATRICIO SANZ 222 11, COL. DEL VALLE, BENITO JUAREZ, CDMX, MÉXICO. CP. 03100, hereinafter referred to as ASSIGNOR has adopted, used and is using the trademarks LA PURITITA VERDÁ and STYLIZED/DESIGN, PIERDE ALMAS and STYLIZED/DESIGN and OTRA VEZ ESTA MALDITA FELICIDAD and STYLIZED/DESIGN which has U.S Registration Numbers 4126668, 3952568, 3949232 and WHEREAS JONATHAN FRANK BARBIERI on behalf of PIERDE ALMAS, S.A. DE C.V., a Corporation of México, company having a place of business at C. INDEPENDENCIA NO. 523, COL. SAN FRANCISCO TUTLA, SANTA LUCÍA DEL CAMINO, OAX, MÉXICO. CP. 71228, hereinafter referred to as ASSIGNEE, is willing to acquire the aforementioned registered trademark;

NOW, THEREFORE for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt whereof is hereby acknowledged, Assignor by these presents does sell, assign and transfer unto Assignee, its successors in interest, all right, title, and interest in and the trademark goodwill of the business symbolized thereby.

SIGNATURE: ASSIGNOR



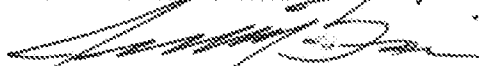
SIGNATORY'S NAME: SALVADOR  
ROBLES CRUZ.

SIGNATORY'S POSITION:  
OWNER/ASSIGNOR

DATE SIGNED: 06/20/2017.

CDMX, MÉXICO.

SIGNATURE: ASSIGNEE



SIGNATORY'S NAME: JONATHAN  
FRANK BARBIERI on behalf of PIERDE  
ALMAS, S.A. DE C.V.

SIGNATORY'S POSITION:  
PRESIDENT/ ASSIGNEE

DATE SIGNED: 06/20/2017.

CDMX, MÉXICO.

TRADEMARK