

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM532960

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maradentro Studio City, LLC		07/19/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Mercado Cocina Mexicana, LLC		
Street Address:	1416 4th Street		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5523102	MERCADO TAQUERIA	
CORRESPONDENCE DATA			
Fax Number:	3108592325		
<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>			
Email:	mmelikyan@ecjlaw.com		
Correspondent Name:	Jeffrey R. Glassman, Esq.		
Address Line 1:	9401 Wilshire Blvd. 9th Floor		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
NAME OF SUBMITTER:	Jeffrey R. Glassman		
SIGNATURE:	/Jeffrey R. Glassman/		
DATE SIGNED:	07/22/2019		
Total Attachments: 3			
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OP \$40.00 5523102

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is effective as of 7/19, 2019 ("Effective Date"), by and between Maradentro Studio City, LLC, a California limited liability company ("Assignor"), and Mercado Cocina Mexicana LLC, a California limited liability company ("Assignee"), as follows:

RECITALS

WHEREAS, Assignor is the owner of **MERCADO TAQUERIA** (stylized/design mark) (Registration No. 5,523,102) the trademark set forth on Schedule "A" attached hereto (the "Mark") registered on July 24, 2018 with the United States Patent and Trademark Office ("USPTO").

WHEREAS, Assignor desires to transfer one hundred percent of the right, title and interest in and to the Mark to Assignee, and Assignee wishes to acquire one hundred percent of the right, title, and interest in and to the Mark.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. **Assignment; Acceptance.** Assignor does hereby irrevocably assign, transfer, and convey to Assignee, one hundred percent of the right, title, and interest in and to the Mark, including, without limitation, all registration rights with respect to the Mark, all rights to prepare derivative marks, and all goodwill of the business symbolized by the Mark. Assignee does hereby accept the assignment, transfer, and conveyance of one hundred percent of the right, title, and interest in and to the Mark, including, without limitation, all registration rights with respect to the Mark, all rights to prepare derivative marks, and all goodwill of the business symbolized by the Mark.
2. **Amendment.** This Assignment may be amended only by a writing signed by both parties.
3. **Severability.** If any term, provision, covenant or condition of this Assignment, or the application thereof to any person, place or circumstance, shall be held by a court of competent jurisdiction to be invalid, unenforceable or void, the remainder of this Assignment and such term, provision, covenant or condition as applied to other persons, places and circumstances shall remain in full force and effect.
4. **Agreement to Perform Necessary Acts.** Assignor and Assignee agree to perform any further acts and execute and deliver any documents that may be reasonably necessary to

carry out the provisions of this Assignment, including without limitation the execution and filing of any forms with the USPTO.

5. **Governing Law.** This Assignment shall be construed in accordance with the law of the State of California.

IN WITNESS WHEREOF, the parties hereto have entered into this Assignment as of the Effective Date.

For and on behalf of the Assignor:

MARADENTRO STUDIO CITY, LLC

By: _____

Name: Jesse Gomez

Title: Manager

Assignee:

MERCADO COCINA MEXICANA LLC


By: _____

Name: Jesse Gomez

Title: Manager

SCHEDULE "A"

Trademark and Service Mark

Mark	Goods and Services	Serial No.
MERCADO TAQUERIA (stylized/design mark) 	IC 043 Restaurant Services	87/679,749