

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM589363

<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>
GSH Trademarks Limited		07/29/2020	Limited Liability Company: CYPRUS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Marketing System Distribution USA Inc		
<b>Street Address:</b>	3079 Brighton 13th St Unit 2		
<b>City:</b>	Brooklyn		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11235		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88661818	POR LA GENTE	
<b>Serial Number:</b>	88666718	POR LA GENTE	
<b>Serial Number:</b>	88702839	POR LA GENTE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7182339280		
<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>Phone:</b>	7189160254		
<b>Email:</b>	avishev@vishevlaw.com		
<b>Correspondent Name:</b>	Anna Vishev		
<b>Address Line 1:</b>	44 Cortelyou Avenue		
<b>Address Line 4:</b>	Staten Island, NEW YORK 10312		
<b>NAME OF SUBMITTER:</b>	Anna Vishev, Esq.		
<b>SIGNATURE:</b>	/anna vishev/		
<b>DATE SIGNED:</b>	07/30/2020		
<b>Total Attachments: 1</b>			
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OP \$90.00 88661818

Docket No.: 8038-0095; 100-101  
Marks: POR LA GENTE  
U.S. Trademark Application Serial No(s): 88661818; 88666718; 88702839  
Date: July 29, 2020

ASSIGNMENT OF TRADEMARK

WHEREAS, GSH Trademarks Limited, a limited liability company organized under the laws of Cyprus and having an address at AFRODITIS 25, 2nd Floor, Suite 204, Nicosia, Cyprus, 1060 (hereinafter the "Assignor") has adopted the marks POR LA GENTE & Design (hereinafter "the Marks"), and has filed U.S. Trademark Applications Serial No(s). 88661818; 88666718; 88702839 for Registrations thereof; and

WHEREAS, Marketing System Distribution USA Inc, a New York corporation, having an address at 3079 Brighton 13th St Unit 2, Brooklyn, NY 11235 (hereinafter the "Assignee"), is desirous of acquiring said marks and the Applications for Registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title, and interest in and to the said Marks, together with the goodwill of the business symbolized by the Marks, and the above identified Applications for Registration thereof.

Assignor: GSH Trademarks Limited

Signature:

Date: 29.07.2020

