

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM748243

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Grupo Diricom, S.A.P.I. de C.V.		06/21/2022	Corporation: MEXICO
RECEIVING PARTY DATA			
Name:	Chosen Foods LLC		
Street Address:	Suite A, 1747 Hancock Street		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92101		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	6109371	AHUACATLÁN	
Registration Number:	6109370	AVOGOLD	
Registration Number:	5957532	AVOGOLD	
Registration Number:	5460020	AHUACATLAN LISTEN TO YOUR HEART	
Registration Number:	5460019	AHUACATLAN THE LAND OF THE AVOCADO	
CORRESPONDENCE DATA			
Fax Number:			
<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:	312-327-3328		
Email:	trademark@amintalati.com		
Correspondent Name:	Amanda Roach		
Address Line 1:	100 S. Wacker Drive, Suite 2000		
Address Line 2:	Amin Talati Wasserman LLP		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Amanda Roach		
SIGNATURE:	/Amanda Roach/		
DATE SIGNED:	08/12/2022		
Total Attachments: 14			

CH \$140.00 6109371

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Trademark Assignment Agreement (U.S.)

This TRADEMARK ASSIGNMENT (this "Trademark Assignment") is made and entered into as of June 21, 2022, by and between Grupo Diricom, S.A.P.I. de C.V. ("Assignor") and Chosen Foods LLC ("Assignee"). Assignor and Assignee are each individually referred to herein as a "Party", and collectively as the "Parties".

WHEREAS, pursuant and subject to the Purchase Agreement, dated June 21, 2022, by and among Assignor, Assignee, and certain other parties, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in, to and under the trademark registrations and applications set forth on Schedule 1 (the "Assigned Trademarks").

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

1. Assignor hereby assigns to Assignee all of Assignor's right, title and interest in, to and under the Assigned Trademarks, including (i) all goodwill associated with or symbolized by the Assigned Trademarks, (ii) all common law rights or other unregistered rights corresponding to any of the Assigned Trademarks in any jurisdiction, (iii) Assignor's right to sue and recover and retain damages for past, present and future infringement or misappropriation of or other violation of any Assigned Trademarks, (iv) all of Assignor's right, title and interest in and to all income, royalties, damages (including consequential damages), proceeds and payments accrued or now or hereafter due and/or payable with respect to the Assigned Trademarks, and (v) all corresponding rights that, now or hereafter, may be secured throughout the world with respect to any Assigned Trademarks, and all copies and tangible embodiments thereof (in whatever form or medium).
2. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office, other empowered officials of the United States Patent and Trademark Office, and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment.
3. This Trademark Assignment may be executed in multiple original, PDF or facsimile counterparts, each of which shall be deemed an original, and all of which taken together shall be considered one and the same agreement.
4. This Trademark Assignment, and any controversy or claim arising out of this Trademark Assignment, shall be governed by and construed in accordance with the internal laws of the State of Delaware, without giving effect to any choice of law or conflict of law provision that would cause the application of the laws of any jurisdiction other than the State of Delaware.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed and delivered as of the day and year first above written.

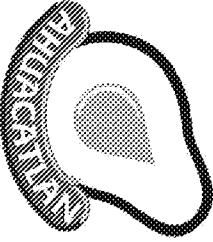
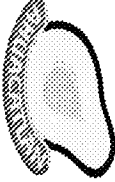
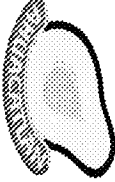
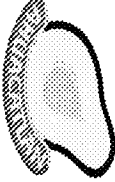
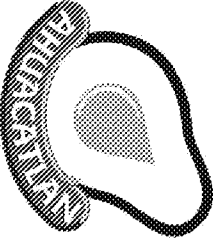
GRUPO DIRICOM, S.A.P.I. DE C.V.
as Assignor

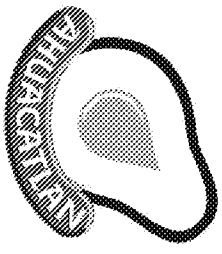
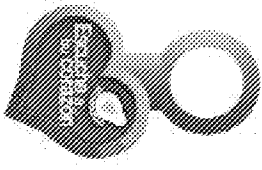
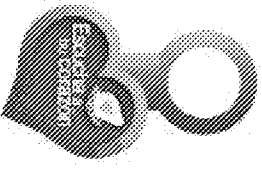
By: _____
Name: Eduardo Diaz Myera Rodriguez
Title: Chief Executive Officer

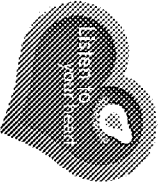

CHOSEN FOODS LLC
as Assignee



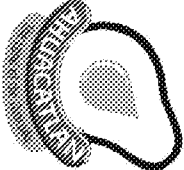
By: _____
Name: Gabriel Perez Krieb
Title: Chief Executive Officer

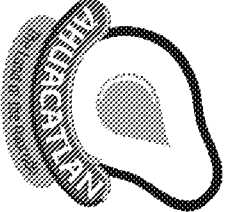
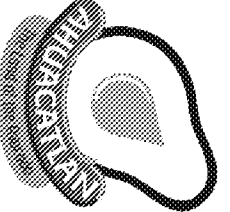


Schedule 1
Assigned Trademarks


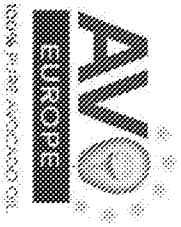


Mark	Jurisdiction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
	Mexico	2263454 17-SEP-2019	2066580 13-DEC-2019	Registered	Grupo Diricom, S.A.P.I. de C.V.	5	Food supplements for people, with express exclusion of pharmaceutical products; hygienic and sanitary products for medical use; dietary substances for medical use; emplastrs, material for beds; disinfectants.
	Mexico	1010801 05-JUN-2009	1221297 08-JUN-2011	Registered/ Renewed	Grupo Diricom, S.A.P.I. de C.V.	29	Meat, fish, poultry and game; meat extracts; canned fruits and vegetables, dried and cooked; jellies; jams; compotes; egg, milk and dairy products; edible oils and fats.
	Mexico	1496116 13-JUN-2014	1479216 08-SEP-2014	Registered	Grupo Diricom, S.A.P.I. de C.V.	29	Meat, fish, bird meat and hunting meat; meat extracts; fruits and vegetables, vegetables and vegetables in canned, frozen, dried and cooked; jaleas, confituras, compotas; eggs; milk and milk products; edible oils and fats.
	Mexico	1496115 13-JUN-2014	1479215 08-SEP-2014	Registered	Grupo Diricom, S.A.P.I. de C.V.	35	Advertising; commercial business management; commercial administration; office work.
	China	43626658 07-JAN-2020	43626658 28-SEP-2020	Registered	Grupo Diricom, S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Pickled vegetables, cooked vegetables; dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil



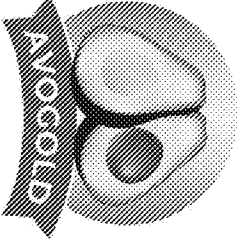

Mark	Jurs- diction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
	USA	88642657 04-OCT-2019	6109371 21-JUL-2020	Registered	Grupo Dicom, S.A.P.I. de C.V.	5	Int. Cl. 5 dietary food supplements containing avocado; dietary supplements containing avocado; food supplements containing avocado
	Mexico	1492687 04-JUN-2014	1485950 07-OCT-2014	Registered	Grupo Dicom, S.A.P.I. de C.V.	29	Meat, fish, bird meat and hunting meat; meat extracts; fruits and vegetables; vegetables and vegetables in canned, frozen, dried and cooked; jaleas, confituras, compotas; eggs; milk and milk products; edible oils and fats.
	Mexico	1492688 04-JUN-2014	1488406 14-OCT-2014	Registered	Grupo Dicom, S.A.P.I. de C.V.	35	Advertising; commercial business management; commercial administration; office work.

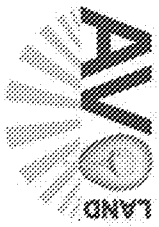
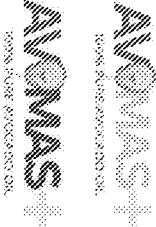



Mark	Jurs- diction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
	USA	87295788 10-JAN-2017	5460020 01-MAY-2018	Registered	Grupo Ditrcom, S.A.P.I. de C.V.	29	Int. Cl. 29 avocado oil for food
AHUACATLÁN POR SALUD, ES EL ACEITE DE TODOS LOS DIAS	Mexico	90200 04-JUN-2014	83834 13-OCT-2014	Registered	Grupo Ditrcom, S.A.P.I. de C.V.	29	Edible oils and fats.
AHUACATLÁN POR SALUD, ES EL ACEITE DE TODOS LOS DIAS	Mexico	90201 04-JUN-2014	83835 13-OCT-2014	Registered	Grupo Ditrcom, S.A.P.I. de C.V.	35	Advertising; commercial business management; commercial administration; office work.
AHUACATLÁN SMART Oil & Design 	Mexico	1970096 07-NOV-2017	1856242 08-MAR-2018	Registered	Grupo Ditrcom, S.A.P.I. de C.V.	29	Meat; fish, bird meat and hunting meat; meat extracts; fruits and vegetables; vegetables and vegetables in canned, frozen, dried and cooked; jaleas; confituras; compotas; eggs; milk and milk products; edible oils and fats.
AHUACATLÁN SMART OIL INTELIGENTEMENTE SALUDABLE & Design	Mexico	2332592 19-FEB-2020	2132378 09-SEP-2020	Registered	Grupo Ditrcom, S.A.P.I. de C.V.	5	Food supplements for people, with express exclusion of pharmaceutical products; hygienic and sanitary products for medical use; dietary substances for medical use; emplasts; material for beds; disinfectants


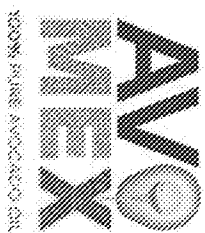
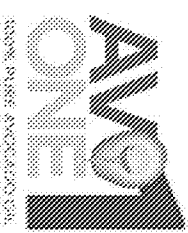
Mark	Jurisdiction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
							
AHUACATLÁN SMART OIL INTELIGENTEMENTE SALUDABLE & Design	Mexico	1970095 07-NOV-2017	2079973 31-JAN-2020	Registered	Grupo Diricom, S.A.P.I. de C.V.	35	Commercialization of edible oil.
							
AHUACATLÁN THE LAND OF THE AVOCADO & Design	Hong Kong	304934098 22-MAY-2019	304934098 22-MAY-2019	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Class 29:Vegetables, preserved; vegetables, cooked; vegetables, dried; guacamole [mashed avocado]; fruit, preserved; fruit-based snack food; fruits, tinned; fruits, canned; dried fruits; edible oils.
							

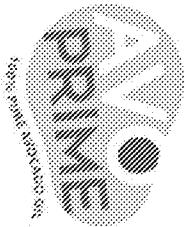
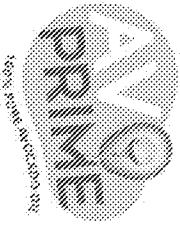
Mark	Jurs- diction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
	Taiwan	108032144 22-MAY-2019	02050422 01-APR-2020	Registered	Grupo Ditrcom S.A.P.I. de C.V.	29	第029類, 經保存處理的蔬菜; 烹調過的蔬菜; 乾製蔬菜; 酪梨泥; 酪梨醬; 經保存處理的水果; 以水果為主的零食; 水果罐頭; 脫水果蔬; 食用油。
	USA	87295778 10-JAN-2017	5460019 01-MAY-2018	Registered	Grupo Ditrcom, S.A.P.I. de C.V.	29	Int. Cl. 29 avocado oil for food
	China	38251549 17-MAY-2019	38251549 14-JAN-2020	Registered	Grupo Ditrcom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocados), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil
	China	38272362 17-MAY-2019	38272362 07-FEB-2020	Registered	Grupo Ditrcom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation:

Mark	Jurisdiction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
							29 pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocados), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil
	China	38265352 17-MAY-2019	38265352 14-JAN-2020	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 cooked vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil, pickled vegetables
AVOGOLD	China	40558226 23-AUG-2019	40558226 07-APR-2020	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Subclass Description: 2908 Edible oil fats Goods and Services Computerised Translation: 29 cooking oil
	China	46782703 29-MAY-2020	46782703 28-JAN-2021	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Subclass Description: 2908 Edible oil fats Goods and Services Computerised Translation: 29 Edible avocado oil
	Hong Kong	304934089 22-MAY-2019	304934089 22-MAY-2019	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Class 29: Vegetables, preserved; vegetables, cooked; vegetables, dried; guacamole [mashed avocado]; fruit, preserved; fruit-based snack food; fruits, tinned; fruits, canned; dried fruits; edible oils.

Mark	Jurisdiction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
	Mexico	2263459 17-SEP-2019	2066584 13-DEC-2019	Registered	Grupo Diticom, S.A.P.I. de C.V.	5	Food supplements for people.
	Taiwan	108032141 22-MAY-2019	02041725 16-FEB-2020	Registered	Grupo Diticom S.A.P.I. de C.V.	29	第029類 經保存處理的蔬菜；烹調過的蔬菜；乾製蔬菜；酪梨泥；酪梨醬；經保存處理的水果；以水果為主的零食；水果罐頭；脫水果蔬；食用油。
	USA	88642624 04-OCT-2019	6109370 21-JUL-2020	Registered	Grupo Diticom, S.A.P.I. de C.V.	5	Int. Cl. 5 dietary food supplements containing avocado; dietary supplements containing avocado; food supplements containing avocado
	USA	88307764 19-FEB-2019	5957532 07-JAN-2020	Registered	Grupo Diticom, S.A.P.I. de C.V.	29	Int. Cl. 29 edible oil, namely, avocado oil

Mark	Jurisdiction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
	China	38254750 17-MAY-2019	38254750 14-JAN-2020	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil
	China	38268128 17-MAY-2019	38268128 21-APR-2020	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2908 Edible oil fats Goods and Services Computerised Translation: 29 Canned fruits, cooking oil
	Mexico	2149704 10-JAN-2019	1987433 04-APR-2019	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Edible oils for cooking food, cooking oils, edible oils, condimented oils, vegetable oils for food use, edible oils and fats, oils for frying, oils for food use, especially avocado oil.
	China	38265323 17-MAY-2019	38265323 21-APR-2020	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2908 Edible oil fats Goods and Services Computerised Translation: 29 Canned fruits, cooking oil
	Mexico	2149708 10-JAN-2019	1987435 04-APR-2019	Registered	Grupo Diricom S.A.P.I. de C.V.	29	Edible oils for cooking food, cooking oils, edible oils, condimented oils, vegetable oils for food use,

Mark	Jurs- diction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
	China	38254762 17-MAY-2019	38254762 14-JAN-2020	Registered	Grupo Diticom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocados), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil
	China	38274646 17-MAY-2019	38274646 14-JAN-2020	Registered	Grupo Diticom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocados), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil
	Mexico	2149721 10-JAN-2019	1987440 04-APR-2019	Registered	Grupo Diticom S.A.P.I. de C.V.	29	Edible oils for cooking food, cooking oils, edible oils, conditioned oils, vegetable oils for food use, edible oils and fats, oils for frying, oils for food use, especially avocado oil.
AVOPLUS	Mexico	913141 12-FEB-2008	1069734 30-OCT-2008	Registered/ Renewed	Grupo Diticom, S.A.P.I. de C.V.	29	Avocado oil with express exclusion of fruit pulp.
AVOPRIME	China	38257052 17-MAY-2019	38257052 14-JAN-2020	Registered	Grupo Diticom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats

Mark	Jurs- diction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
							Goods and Services Computerised Translation: 29 pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocados), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil
							
AVOPRIME	Mexico	2149715 10-JAN-2019	1987438 04-APR-2019	Registered	Grupo Ditracom S.A.P.I. de C.V.	29	Edible oils for cooking food, cooking oils, edible oils, conditioned oils, vegetable oils for food use, edible oils and fats, oils for frying, oils for food use, especially avocado oil.
AVORADO	China	43647377 07-JAN-2020	43647377 28-SEP-2020	Registered	Grupo Ditracom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Canned fruits, pickled vegetables, dried fruits, cooking oil, cooked vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks
AVOSTAR	China	43637278 07-JAN-2020	43637278 14-OCT-2020	Registered	Grupo Ditracom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Dried fruit, cooking oil, pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, canned fruits
AVOTREASURE	China	43637384 07-JAN-2020	43637384 14-OCT-2020	Registered	Grupo Ditracom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients)

Mark	Jurisdiction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
CASA DRAGONES	China	43627369 07-JAN-2020	43627369 07-NOV-2020	Registered	Grupo Ditrcom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, dried fruits, cooking oil, canned fruits, pickled vegetables
CASA VERDE	China	43633858 07-JAN-2020	43633858 28-JAN-2021	Registered	Grupo Ditrcom S.A.P.I. de C.V.	29	Subclass Description: 2908 Edible oil fats Goods and Services Computerised Translation: 29 Edible oil
DI MOIL	China	43646286 07-JAN-2020	43646286 21-SEP-2020	Registered	Grupo Ditrcom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Pickled vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil, cooked vegetables
DI OIL	China	43633442 07-JAN-2020	43633442 28-SEP-2020	Registered	Grupo Ditrcom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil

Mark	Jurs- diction	Serial No. Filing Date	Registration No. Registration Date	Status	Owner	Classes	Goods and Services
POUREAT	China	43615754 07-JAN-2020	43615754 28-OCT-2020	Registered	Grupo Diticom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Cooked vegetables, pickled vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil
POUREAT	China	43627401 07-JAN-2020	43627401 28-SEP-2020	Registered	Grupo Diticom S.A.P.I. de C.V.	29	Subclass Description: 2903 Canned foods (not include those packed with soft materials, classified with the ingredients) 2904 Pickled, dried fruits and their products 2905 Pickled and dried vegetables 2908 Edible oil fats Goods and Services Computerised Translation: 29 Pickled vegetables, cooked vegetables, dried vegetables, guacamole (mashed avocado), pickled fruits, fruit-based snacks, canned fruits, dried fruits, cooking oil

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