

04-08-1999



101005366

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

4/2/99

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
02 16 1999

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

04/08/1999 DNGUYEN 00000072 1896585

01 FC:481 40.00 OP
02 FC:482 125.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 1880 FRAME: 0077

AFR

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,896,585"/>	<input type="text" value="1,875,419"/>	<input type="text" value="1,781,615"/>
<input type="text" value="1,797,980"/>	<input type="text" value="1,748,735"/>	<input type="text" value="1,870,716"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Robert R. Thornton

Name of Person Signing

Signature

3/31/99

Date Signed

TRADEMARK AND SERVICE MARK ASSIGNMENT

WHEREAS, AUTHENTIC SPECIALTY FOODS, INC., a Texas corporation with an address at 1313 Avenue R, Grand Prairie, Texas 75050 ("Assignor"), owns all right, title and interest in and to the trademarks and service mark set forth in Exhibit A attached hereto, and all registrations therefor (collectively, the "Marks"), together with the goodwill of the business associated therewith.

WHEREAS, Gruma Corporation, a Nevada corporation with an address at 1159 Cottonwood Lane, Irving, Texas 75038 ("Assignee"), is desirous of acquiring the entire right, title, and interest in and to the Marks, together with the goodwill of the business associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer unto Assignee, and Assignee's successors and assigns, Assignor's entire right, title, and interest in and to the Marks, together with the goodwill of the business associated therewith, all common law and statutory right, title and interest in the Marks, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition and/or cancellation proceedings for protection of the Marks.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment on this 16th day of February, 1999, but effective as of 12:01 a.m. on February 17, 1999.

AUTHENTIC SPECIALTY FOODS, INC.

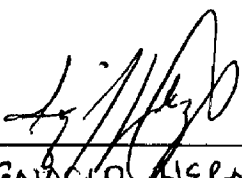
By: 
Name: IGNACIO HERNANDEZ
Its: CHIEF EXECUTIVE OFFICER

EXHIBIT A

Trademarks

Registration Number/Jurisdiction

CALIDAD BRAND	1,875,419 (federal)
CALIDAD and Design	1,781,615 (federal)
Design Only (Dancers #1)	1,797,980 (federal)
Design Only (Dancers #2)	1,748,735 (federal)
EL PAQUITO	1,870,716 (federal)
LA MONITA and Design	57,111 (Texas)
EL REY and Design	46,229 (Texas)
THE TORTILLA KING and Design	47,714 (Texas)

Service Mark

Registration Number/Jurisdiction

CALIDAD FOODS	1,896,585 (federal)
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