

MRS
7/6/00

07-31-2000

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



IEET

101418140

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
MRS BAIRD'S BAKERIES BUSINESS TRUST

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - State of _____
 Other Delaware Business Trust

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
 Name: CENTRAL IMPULSORA, S.A. DE C.V.
 Internal Address: _____
 Street Address: Prolongacion Paseo de la Reforma No. 1000
Col. Desarrollo Santa Fe, Delegacion Alvaro Obregon
 City: Mexico City Country Mexico ZIP: 01210, D.F.

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: June 30, 2000

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State of _____
 Other Corporation of Republic of Mexico

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No
 (Designation must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No(s).
75/791,484

B. Trademark registration No(s).

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Russell N. Rippamonti
Jenkins & Gilchrist, a Professional Corporation
 Internal Address: _____

 Street Address: 1445 Ross Avenue, Suite 3200

 City: Dallas State: Texas Zip: 75202-2799

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00
 Enclosed
 Authorized to be charged to deposit account.

(If check is not received with this correspondence or additional fees are required, please charge to deposit account 10-0447.)

8. Deposit Account number: _____
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Russell N. Rippamonti Russell N. Rippamonti 6/30/00
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 4

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TRADEMARK
REEL: 002111 FRAME: 0766

DESIGNATION OF DOMESTIC REPRESENTATIVE

JENKENS & GILCHRIST, a Professional Corporation, whose postal address is 1445 Ross Avenue, Suite 3200, Dallas, Texas 75202-2799, is hereby designated as the domestic representative for Central Impulsora, S.A. de C.V. for pending Application Serial Nos.:

75/791,484

75/783,590

ASSIGNMENT

WHEREAS, MRS BAIRD'S BAKERIES BUSINESS TRUST, a Delaware business trust, having its principal place of business at 515 Jones Street, Suite 200, Fort Worth, Texas 76102, has adopted, used and is using the trademarks as evidenced by the Amendments to Allege of Use that were filed on June 29, 2000 for the trademarks listed in Exhibit A, which are pending before with the United States Patent and Trademark Office; and

WHEREAS, CENTRAL IMPULSORA, S.A. de C.V., a Mexican corporation, having its principal place of business at Prolongacion Paseo de la Reforma No. 1000, Col. Desarrollo Santa Fe, Delegacion Alvaro Obregon, Mexico 01210, D.F. is desirous of acquiring said application for registration and registration thereof;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Mrs Baird's Bakeries Business Trust hereby assigns to CENTRAL IMPULSORA, S.A. de C.V. all rights, title and interest in and to the said trademark application thereof, together with the goodwill of the business symbolized by said trademark application for registration thereof.

Said assignment to be effective the 1st day of July, 2000.

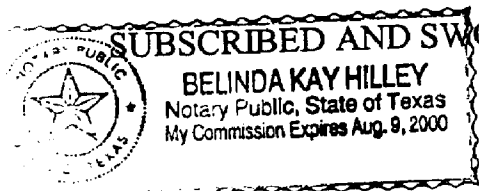
MRS BAIRD'S BAKERIES BUSINESS TRUST

By: *Ronald H Collins* 4/30/2000

Ronald Collins
Vice President of Bimbo Bakeries USA, Inc.,
Managing Trustee of Mrs Baird's Bakeries
Business Trust

STATE OF TEXAS §
COUNTY OF Tarrant §
§

Ronald Collins, Vice President of Bimbo Bakeries USA, Inc., Managing Trustee of Mrs Baird's Bakeries Business Trust, personally appeared before me, and being first duly sworn declared that he signed the assignment in the capacity designated, and further states that he has read the above assignment, and the statements therein contained are true.



SUBSCRIBED AND SWORN TO before me this 30th day of June, 2000.

Belinda Kay Hilley
Notary Public in and for the State of Texas

My Commission Expires:
8-9-2000

Belinda Kay Hilley
Printed Name

EXHIBIT A

Mark	Serial No.	Filing Date
BIMBO BAKERIES USA & Design	75/791,484	September 1, 1999