

08-08-2000

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

RECOR  
*MMD-600*



101425283

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

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement             Change of Name  
 Other \_\_\_\_\_

Execution Date: June 28, 2000

4. Application number(s) or registration number(s):

A. Trademark Application No(s).  
75/783,572  
75/783,590

Additional numbers 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.

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

B. Trademark registration No(s).

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: 2

7. Total fee (37 CFR 3.41): \$ 65.00

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  
Name of Person Signing

*Russell Rippamonti*  
Signature

6/29/00  
Date

Total number of pages comprising cover sheet: 4

## 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.:

75/783,572

75/783,590



EXHIBIT A

Mark	Serial No.	Filing Date
TIA ROSA (Stylized)	75/783,572	August 23, 1999
TIA ROSA (Stylized) (color)	75/783,590	August 23, 1999