U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks. Please record the a	To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.			
1. Name of conveying party(ies):	2. Name and address of receiving party(ies):			
MRS BAIRD'S BAKERIES BUSINESS TRUST	Name: CENTRAL IMPULSORA, S.A. DE C.V.			
	Internal Address:			
□ Individual(s) □ Association □ General Partnership □ Limited Partnership □ Corporation - State of ☑ Other Delaware Business Trust	Street Address: Prolongacion Paseo de la Reforma No. 1000 Col. Desarrollo Santa Fe, Delegacion Aivaro Obregon City: Mexico City Country Mexico ZIP: 01210, D.F.			
Additional name(s) of conveying party(ies) attached? □ Yes ⊗No	□ Individual(s) citizenship			
3. Nature of conveyance:	□ 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). 75/783,572 75/783,590	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	6. Total number of applications and registrations involved: 2			
Jenkens & Gilchrist, a Professional Corporation	7. Total fee (37 CFR 3.41): \$ 65.00			
Internal Address:	≅ Enclosed□ Authorized to be charged to deposit account.			
Street Address: 1445 Ross Avenue, Suite 3200	(If check is not received with this correspondence or additional fees are required, please charge to deposit account 10-0447.)			
City: <u>Dallas</u> State: <u>Texas</u> Zip: <u>75202-2799</u>	Deposit Account number: (Attach duplicate copy of this page if paying by deposit account)			
DO NOT U	SE 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 Signa	Rysumate 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

Dallas2 695126 v 1, 27989.00093

TRADEMARK REEL: 002116 FRAME: 0345

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 26, 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.

By:

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 &

Printed Name

lotary Public, State of Texas

Dallas2 682820 v 1, 27989.00093

TRADEMARK REEL: 002116 FRAME: 0346

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

RECORDED: 07/06/2000

Dallas2 682820 v 1, 27989.00093

TRADEMARK REEL: 002116 FRAME: 0347