01-12-2001



U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

12.29.00

| To the Honorable Commissioner of Patents and Trader. 10158 | 1248 or copy thereof. |
|--|---|
| Name of conveying party(ies): | 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 Alvaro 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 |
| Execution Date: December 21, 2000 | If assignee is not domiciled in the United States, a domestic representative designation is attached: 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). 75/7831570 DEC 29 | B. Trademark registration No(s). |
| matakan | s 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: 1 |
| Name: Russell N. Rippamonti Jenkens & Gilchrist, a Professional Corporation | 7. Total fee (37 CFR 3.41): \$\\\\40.00 |
| 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.) |
| 7: 75202 2700 | 8. Deposit Account number: |
| City: <u>Dallas</u> State: <u>Texas</u> Zip: <u>75202-2799</u> | (Attach duplicate copy of this page if paying by deposit account) |
| DO NOT US | E THIS SPACE |
| | |
| 9. Statement and signature. | erect and any attached copy is a true copy of the original document. |
| 9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and con | |
| Tarrell A | 12/27/00 |
| Russell N. Rippamonti Signar Name of Person Signing | ture (V |
| Name of Letson o-80 | Total number of pages comprising cover sheet: 4 |
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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 No.:

| 75/783,570 | |
|------------|--|
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Dallas2 743078 v 1, 27989.00092

TRADEMARK
REEL: 002210 FRAME: 0728

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 trademark as evidenced by the Statement of Use that was filed on September 21, 2000 for the trademark listed in Exhibit A, which is 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 21st day of September, 2000.

| MRS BAIRD'S BAKERIES BUSINESS TRU | 121 |
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By:

Ronald Collins

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

| STATE OF TEXAS | § |
|------------------|---|
| | § |
| COUNTY OF Turant | § |

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 218

My Commission Expires:

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TRADEMARK REEL: 002210 FRAME: 0729

EXHIBIT A

Mark Serial No. Filing Date

Miscellaneous Design (Cameo) 75/783,570 August 23, 1999

Dallas2 739387 v 1, 27989.00092 TRADEMARK
RECORDED: 12/29/2000 REEL: 002210 FRAME: 0730