

01-12-2001



12.29.00

To the Honorable Commissioner of Patents and Trademark

101581248

or copy thereof.

1. Name of conveying party(ies):

MRS BAIRD'S BAKERIES BUSINESS TRUST

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: December 21, 2000

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:

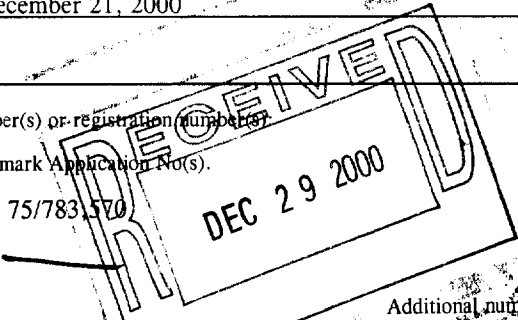
- Yes
 - No
- (Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No(s).

75/783,570



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
Name of Person Signing

Russell N. Rippamonti
Signature

12/27/00
Date

Total number of pages comprising cover sheet: 4

01/11/2001 MTHAI1 00000187 75783570
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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

EXHIBIT A

Mark	Serial No.	Filing Date
Miscellaneous Design (Cameo)	75/783,570	August 23, 1999