

06-05-2001

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



101739022

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

10-1-9

1. Name of conveying party(ies):
PRODUCTOS DE LECHE CORONADO, S.A. de C.V.

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

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

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

Execution Date: May 29, 2001

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 Country 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).

B. Trademark registration No(s).
1864847
0962937
1970348

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: 3

7. Total fee (37 CFR 3.41): \$ 90.00

- 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

5/29/01
Date

Total number of pages comprising cover sheet: 4

06/05/2001 6T0N11 00000035 1864847

01 FC:481 40.00 OP
02 FC:482 50.00 OP

Dallas2 785689 v 1, 43693.00021

TRADEMARK
REEL: 002308 FRAME: 0184

ASSIGNMENT

WHEREAS, PRODUCTOS DE LECHE CORONADO, S.A. de C.V., a Mexican corporation, having a place of business at Amado Nervo 535, Col. Tequisquiapan, C.P. 78250, San Luis Potosi, S.L.P. Mexico has adopted, used and is using in U.S. Commerce, the trademarks for which there are registrations issued by the U.S. Patent and Trademark Office listed in Exhibit A, and common law trademark listed in Exhibit A;

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 trademarks and registrations;

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, PRODUCTOS DE LECHE CORONADO, S.A. de C.V. hereby assigns to CENTRAL IMPULSORA, S.A. de C.V. all rights, title and interest in and to the said trademarks and registrations together with the goodwill of the business symbolized by said trademarks.

Said assignment to be effective the _____ day of _____, 2001.

PRODUCTOS DE LECHE CORONADO, S.A. de C.V.

By: _____
Rafael Velez Valadez

Its: _____

WITNESS

WITNESS NAME (Printed): _____

CENTRAL IMPULSORA, S.A. de C.V.

By: J. Alberto de la Barrera Hernandez

Its: Vice President of Legal Affairs

WITNESS

(Printed): _____

EXHIBIT A

Registered marks	Goods	U.S. Registration No.	U. S. Registration Date
Design of Goat Head	Candy	1864847	November 29, 1994
Design of Goat Head	Mexican Milk Desert	0962937	July 3, 1973
Coronado	Goats Milk Caramel for use as spread, topping or filling	1970348	April 23, 1996

Common Law Mark	Goods
Design of Goat Head with Banner across the Goat and said Banner containing the mark Coronado	Candy, Mexican Milk Desserts, and goats milk caramel

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RECORDED: 06/01/2001

**TRADEMARK
REEL: 002308 FRAME: 0186**