

07-23-2001



101787219 documents or copy thereof.

To the Honorable Commissioner of Patents and Trademark.

1. Name of conveying party(ies):

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

7-16-01

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

Execution Date: July 5, 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).

1537531

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

Signature

7/13/01
Date

Total number of pages comprising cover sheet: 4

07/20/2001 BTOM11 00000071 1537531

01 FC:481 40.00 OP

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 U.S. Registration No. 1,537,531.

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 trademark for which there is a registration issued by the U.S. Patent and Trademark Office listed in Exhibit A;

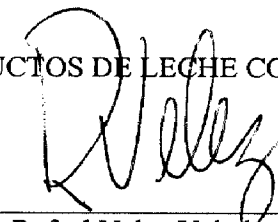
WHEREAS, CENTRAL IMPULSORA, S.A. de C.V., a Mexican corporation, having its principal place of business at Prolongacion Paseo de la Reforma No. 1000, Col. Desarrollo Santa Fe, Delegacion Alvaro Obregon, Mexico 01210, D.F. is desirous of acquiring said trademark registration;

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 trademark registration together with the goodwill of the business symbolized by said trademark.

Said assignment to be effective the 5th day of July, 2001.

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

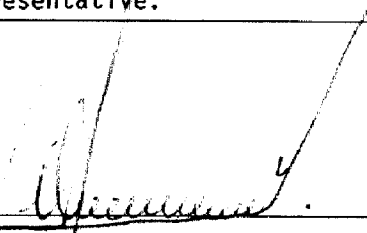
By:



Rafael Velez Valadez
Legal Representative.

Its:

WITNESS



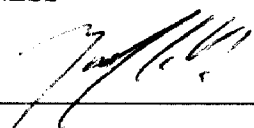
WITNESS NAME (Printed): MIGUEL ANGEL MORENO GUTIERREZ.

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

By: J. Alberto de la Barrera Hernandez

Its: Vice President of Legal Affairs

WITNESS



WITNESS NAME (Printed): RAUL GARCIA CAMACHO.

EXHIBIT A

Registered marks	Goods	U.S. Registration No.	U. S. Registration Date
CORONADO	Candy; namely, suckers, caramel candies and individually wrapped candies	1,537,531	May 2, 1989

DALLAS2 791451v1 43693-00001

RECORDED: 07/16/2001

**TRADEMARK
REEL: 2333 FRAME: 0294**