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Form PTO-1594

FINANCE SECTION

06-05-2002

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)



Tab settings

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To the Honorable Commissioner of Patent

Original documents or copy thereof.

1. Name of conveying party(ies):

WINN DIXIE STORES, INC.

3-22-02

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other: February 26, 2002
- Merger
- Change of Name

Execution Date: _____

2. Name and address of receiving party(ies)

Name: Productos Dolores S.A. de C.V.

Internal

Address: c/o Av. Puerto de Mazatlan, #406

Parque Industrial
Street Address: Alfredo V. Bonfil

City: Mazatlan State: Sinaloa Zip: 82050

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Mexico
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations 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)

0399234

0399,234

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ms. Wendy O'Hanna

Internal Address: _____

Street Address: 10026 Park Trail

City: Houston State: TX Zip: 77024

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

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.

Lee C. Harwood
Name of Person Signing

[Signature]
Signature

3-13-02
Date

4

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignment:
Washington, D.C. 20231

04/08/2002 TDIAZI 00000084 399234

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40.00 OP

TRADEMARK
REEL: 002480 FRAME: 0010

399234

Power of Attorney

Applicant revokes all previous Power of Attorneys and hereby appoints the following attorney to transact all business in the Trademark Office in connection therewith:

Lee C. Harwood, 2911 Shire Wood Lane, Houston, Texas 77082.

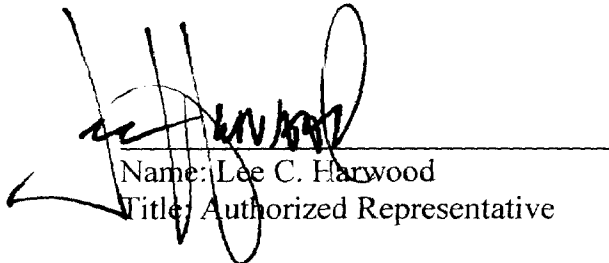
Correspondence Address

Applicant further requests that all correspondence in connection with this Application be directed to the attention of:

Wendy O'Hanna
10026 Park Trail
Houston, Texas 77024
Phone: (281) 850-7053

Respectfully submitted,

Productos Dolores S. A. de C. V.



Name: Lee C. Harwood
Title: Authorized Representative

EXHIBIT C

TRADEMARK ASSIGNMENT

WHEREAS, Winn-Dixie Stores, Inc., a corporation organized and existing under the laws of the state of Florida, ("**Assignor**") owns and has used in business a certain trademark which is registered as follows:

<u>REGISTERED TRADEMARK</u>	<u>U.S. REG. NO.</u>	<u>DATE REGISTERED</u>
DOLORES	399234	December 22, 1942

; and

WHEREAS, Productos Dolores S.A. de C.V., a Mexican *Sociedad Anonima* ("**Assignee**"), is desirous of acquiring the entire right, title and interest in and to the said trademarks, applications and registrations and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademark, application and registration, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

Winn-Dixie Stores, Inc.

Name: Daniel G. Lafever
Title: Sr. Vice President
Director of Sales and Procurement

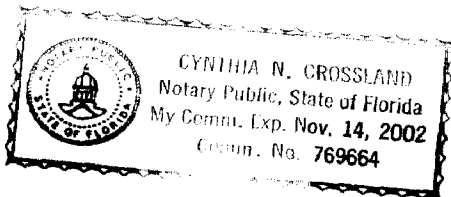
STATE OF FLORIDA

§
§

COUNTY OF DUVAL

§

SUBSCRIBED and SWORN to before me this 26th of February, 2002.



Notary Public in and for
The State of Florida
My commission expires _____