

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nestle Mexico, S.A. de C.V.		10/29/2002	CORPORATION: MEXICO

RECEIVING PARTY DATA

Name:	Societe des Produits Nestle S.A.
Street Address:	Case Postale 353
City:	1800 Vevey
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 4

Property Type	Number
Registration Number:	961618
Registration Number:	969713
Registration Number:	1286223
Registration Number:	1913586

CORRESPONDENCE DATA

Fax Number: (818)637-3311
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 818-549-6726
 Email: robert.sanders@us.nestle.com
 Correspondent Name: Robert H. Sanders
 Address Line 1: c/o Nestle USA, Inc., 800 N. Brand Blvd.
 Address Line 2: 20th Floor
 Address Line 4: Glendale, CALIFORNIA 91203

DOMESTIC REPRESENTATIVE

CH \$115.00 961618

Name: Nestle USA, Inc.
Address Line 1: 800 N. Brand Blvd., 20th Floor
Address Line 4: Glendale, CALIFORNIA 91203

NAME OF SUBMITTER:

Ava Baffoni

Total Attachments: 1
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DEED OF ASSIGNMENT

WHEREAS NESTLÉ MÉXICO, S.A. DE C.V., a corporation organized and existing under the laws of Mexico, having its principal place of business at Ejercito Nacional 453, Colonia Granada, 11520 Mexico, Distrito Federal (hereinafter referred to as "Seller") is the owner of the following U.S. trademarks:

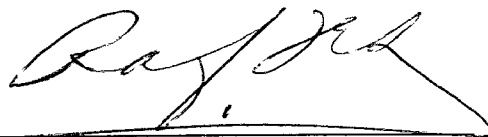
<u>Trademark</u>	<u>Number</u>	<u>Date Registered</u>
CARLOS V	961,618	June 19, 1973
MORELIA PRESIDENCIAL	969,713	October 2, 1973
CARLOS V	1,286,223	July 17, 1984
PRESIDENTE	1,913,586	August 22, 1995

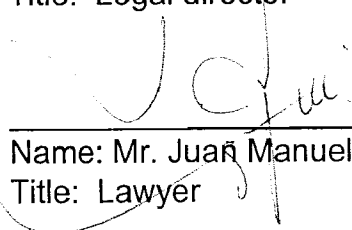
WHEREAS SOCIETE DES PRODUITS NESTLE S.A., a corporation organized and existing under the laws of Switzerland, having its principal place of business at Case Postale 353, Vevey, Switzerland (hereinafter referred to as "Buyer") is desirous to acquire all right, title and interest in and to said trademark;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Seller hereby assigns unto Buyer all right, title and interest in and to said trademark together with the goodwill of the business symbolized thereby in the United States of America.

Executed at Mexico, Federal District, this 29th day of October, 2002.

NESTLÉ MEXICO, S.A. DE C.V..

By: 
Name: Mr. Rafael Estrada Sámano
Title: Legal director

By: 
Name: Mr. Juan Manuel Chávez G.
Title: Lawyer