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

Tab settings

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

1. Name of conveying party(ies):

Sabormex, S.A. de C.V.

- Individual(s), General Partnership, Corporation-State, Other Corporation - Mexico

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

3. Nature of conveyance:

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

Execution Date: May 5, 2004

2. Name and address of receiving party(ies)

Name: Con Alimentos, S.A. de C.V.

Internal Address: Calzada de la Viga No. 105

Street Address: Col. El Arbolito, Ecatepec

City: Mexico State: Zip: 55090

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

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,172,099

Additional number(s) attached Yes No

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

Name: David S. Abrams, Esq.

Internal Address: Roycastle, Abrams, Berdo & Goodman, L.L.P.

Street Address: 1300 19th Street, NW Suite 600

City: Washington State: DC Zip: 20036-1649

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:

18-2220

DO NOT USE THIS SPACE

9. Signature.

David S. Abrams

Name of Person Signing

Signature

Date 6/22/04

Total number of pages including cover sheet, attachments, and document: 3

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

## ASSIGNMENT

WHEREAS, SABORMEX, S.A. DE C.V., a MEXICAN corporation with a principal business address at Calzada de la Viga No.1214, Col. Apatlaco, México, D.F., MÉXICO, (hereinafter called "Assignor"), is the owner of all right, title and interest in and to U.S. Trademark Registration No. 2,172,099 and the mark BUEN DIA in the United States for use in connection with "Powdered mix used in the preparation of fruit flavored drinks." (hereinafter called the "Mark");

WHEREAS, CON ALIMENTOS, S.A. DE C.V., a MEXICAN corporation with a principal business address at Calzada de la Viga No.105, Col. El Arbolito, 55090, Ecatepec, Edo. de México, MÉXICO (hereinafter called "Assignee"), desires to acquire all right, title and interest in and to the Mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark and the registration therefor in the United States, together with the business goodwill symbolized by the Mark.

SABORMEX, S.A. DE C.V.

By:   
Name: VICENTE LOPEZ RODEA  
Title: LEGAL REPRESENTATIVE

Dated: MAY 5<sup>TH</sup>, 2004

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: CON ALIMENTOS, S.A. DE C.V.  
Reg. No.: 2,172,099  
Registered: July 14, 1998  
For: Trademark: BUEN DIA

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

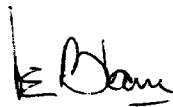
Sir:

Applicant hereby appoints David S. Abrams, and the firm of ROYLANCE, ABRAMS, BERDO & GOODMAN, L.L.P. whose postal address is 1300 19<sup>th</sup> Street, N.W. Suite 600, Washington, D.C 20036, as its domestic representative upon whom notices of process regarding the above-identified application and the attached assignment may be served.

Respectfully submitted,

CON ALIMENTOS, S.A. DE C.V.

Signature: \_\_\_\_\_



Name: ANTONIO LEBLANC VAZQUEZ

Title: LEGAL REPRESENTATIVE

Dated: MAY 5<sup>TH</sup>, 2004