

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GRUPO INDUSTRIAL LALA S.A. DE C.V.		11/13/2003	COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	SERVICIOS A GILSA SOCIEDAD ANONIMA DE CAPITAL VARIABLE		
Street Address:	Calzada Lazaro Cargenas No. 185		
Internal Address:	Parque Industrial Lagunero		
City:	Gomez Palacio, Durango		
State/Country:	MEXICO		
Postal Code:	35070		
Entity Type:	COMPANY:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76234051	ULTRA LALA	
Registration Number:	2829118	LALA	
CORRESPONDENCE DATA			
Fax Number:	(703)205-8050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-205-8000		
Email:	mailroom@bskb.com		
Correspondent Name:	Birch, Stewart, Kolasch & Birch, LLP		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
DOMESTIC REPRESENTATIVE			
Name:	Birch, Stewart, Kolasch & Birch, LLP		
Address Line 1:	P.O. Box 747		

CH \$65.00 76234051

Address Line 4: Falls Church, VIRGINIA 22040-0747

NAME OF SUBMITTER:

Robert J. Kenney

Signature:

/Robert J. Kenney/

Date:

06/07/2005

Total Attachments: 5

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Lic. Hugo García Sánchez

NOTARIO PUBLICO No. OCHO
TORREON, COAH., MEX.



EL SUSCRITO, LICENCIADO HUGO GARCIA SANCHEZ, NOTARIO PUBLICO NUMERO OCHO, EJERCICIO PARA EL DISTRITO JUDICIAL DE VIESCA, CON RESIDENCIA EN LA CIUDAD DE TORREON, COAHUILA,.....

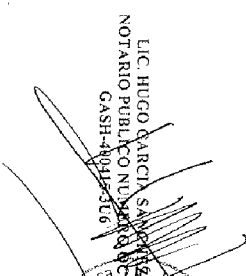

... QUE ANTE ESTA NOTARIA PUBLICA A MI CARGO, SE ELABORARON LAS SIGUIENTES ESCRITURAS:.....

... A).- MEDIANTE ESCRITURA NUMERO (948) NOVECIENTOS CUARENTA Y OCHO, VOLUMEN DECIMO SEXTO, DE FECHA (13) TRECE DE NOVIEMBRE DE (2003) DOS MIL TRES, SE PROTOCOLIZO EL ACTA DE ASAMBLEA GENERAL EXTRAORDINARIA DE ACCIONISTAS DE GRUPO INDUSTRIAL LALA, S.A. DE C.V., CELEBRADA EL DIA (6) DE NOVIEMBRE DEL (2003), EN LA CUAL SE ACORDO LA ESCISION DE LA SOCIEDAD DENOMINADA "GRUPO INDUSTRIAL LALA", SOCIEDAD ANONIMA DE CAPITAL VARIABLE EN VIRTUD DE LA CUAL RESULTA COMO SOCIEDAD ESCINDIDA "SERVICIOS A GLISA", SOCIEDAD ANONIMA DE CAPITAL VARIABLE, SUBSISTIENDO "GRUPO INDUSTRIAL LALA" SOCIEDAD ANONIMA DE CAPITAL VARIABLE, COMO SOCIEDAD ESCIDENTE, ACORDANDOSE TAMBIEN QUE GRUPO INDUSTRIAL LALA, S.A. DE C.V., TRANSIRIERA EN SU TOTALIDAD A LA SOCIEDAD ESCINDIDA, SERVICIOS A GLISA, S.A. DE C.V., LOS DERECHOS SOBRE LOS BIENES INTANGIBLES PROPIEDAD DE GRUPO INDUSTRIAL LALA, S.A. DE C.V., TALES COMO: PATENTES; CERTIFICADOS DE INVENCIÓN O MEJORA; MARCAS DE FABRICA; NOMBRES COMERCIALES; MARCAS COMERCIALES; AVISOS COMERCIALES Y DISEÑOS.....

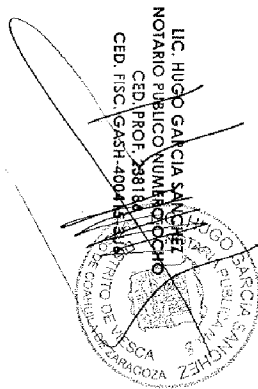
... B).- MEDIANTE ESCRITURA NUMERO (1099) MIL VEINTINUEVE, DE FECHA (9) OCHO DE DICIEMBRE DEL (2003), Y DEBIDAMENTE INSCRITA EN EL REGISTRO PUBLICO DE LA PROPIEDAD Y DEL COMERCIO DE LA CIUDAD DE GOMEZ PALACIO, DURANGO, BAJO EL NUMERO (4879), LIBRO (2-A), SECCION Y PODERES CON FECHA (08) OCHO DE DICIEMBRE DEL (2003) DOS MIL TRES, SE CONSTITUYO LA SOCIEDAD DENOMINADA INTERNATIONAL BUSINESS ENTERPRISE, S. DE R.L. DE C.V.....

... C).- MEDIANTE ESCRITURA NUMERO (1084) MIL OCHENTA Y CUATRO, VOLUMEN DECIMO SEXTO, DE FECHA (22) VEINTIDOS DE DICIEMBRE DE (2003), SE PROTOCOLIZO EL ACUERDO DEFINITIVO DE FUSION ENTRE LAS SOCIEDADES INTERNATIONAL BUSINESS ENTERPRISE, S. DE R.L. DE C.V. Y SERVICIOS A GLISA, SOCIEDAD ANONIMA DE CAPITAL VARIABLE, Y DE LAS CUALES RESULTO FUSIONANTE LA PRIMERA Y FUSIONADA LA SEGUNDA.....

... EXPIDO LA PRESENTE CONSTANCIA EN LA CIUDAD DE TORREON, COAHUILA, A LOS (16) DIECISEIS DIAS DEL MES DE AGOSTO DEL (2004) DOS MIL CUATRO, PARA LOS EFECTOS LEGALES A QUE HAYA LUGAR.- DOY FE.....

LIC. HUGO GARCIA SANCHEZ
NOTARIO PUBLICO No. OCHO
GASH-40943566



EL CIUDADANO LICENCIADO HUGO GARCIA SANCHEZ, NOTARIO PUBLICO NUMERO
OCHO, EN EJERCICIO EN EL DISTRITO JUDICIAL DE VIESCA, ESTADO DE COAHUILA DE
ZARAGOZA,-----
--- CERTIFICA: - QUE LA PRESENTE COPIA CONCIERDA FIEL Y CORRECTAMENTE
CON SU ORIGINAL QUE TUVE A LA VISTA Y DEVOLVI A SU PRESENTANTE POR
NECESITARLO PARA OTROS USOS QUE AL INTERESADO CONVIENGAN,-----
-- EXPIDO LA PRESENTE EN LA CIUDAD DE TORREON, COAHUILA, A LOS (18)
DIECIOCHO DIAS DEL MES DE AGOSTO DEL (2004) DOS MIL CUATRO.- DOY FE----

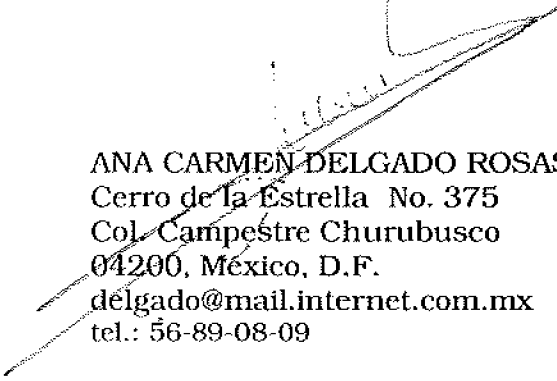


DECLARATION

I, ANA CARMEN DELGADO ROSAS, English-Spanish translator, active member No. 32 of the Organización Mexicana de Traductores, A.C., and member No. 220792 of the American Translators Association, being authorized as such by the Supreme Court of Justice for the Federal District, Mexico, as per Legal Bulletin No. 26 dated February 7, 1997, state under affirmation that I am well acquainted with both the English and Spanish languages, and the following is a true and accurate translation of the attached document, in accordance with my best knowledge and belief.

And I make this declaration conscientiously believing the statement herein to be true in every particular.

Mexico, Federal District, September 01, 2004.


ANA CARMEN DELGADO ROSAS
Cerro de la Estrella No. 375
Col. Campestre Churubusco
04200, México, D.F.
delgado@mail.internet.com.mx
tel.: 56-89-08-09



HUGO GARCÍA SÁNCHEZ, Atty.
NOTARY PUBLIC NUMBER EIGHT
TORREÓN, COAHUILA, MÉXICO



Seal that reads:
HUGO GARCÍA SÁNCHEZ, Esq.
NOTARY'S OFFICE NUMBER 8
(Heraldry)
DISTRICT OF VIESCA
STATE OF COAHUILA DE ZARAGOZA

THE UNDERSIGNED, HUGO GARCÍA SÁNCHEZ, NOTARY PUBLIC NUMBER EIGHT, ON DUTY FOR THE JUDICIAL DISTRICT OF VIESCA, SITTING IN THE CITY OF TORREÓN, COAHUILA:

DO CERTIFY AND ATTEST:

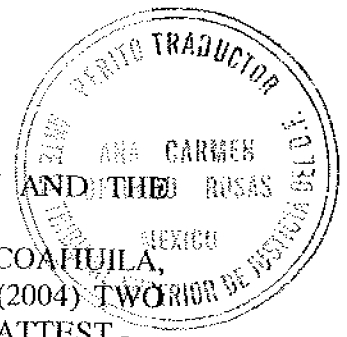
THAT THE FOLLOWING INSTRUMENTS WERE PREPARED IN THIS NOTARY'S OFFICE I PRESIDE:

A).- BY MEANS OF INSTRUMENT NUMBER (948) NINE HUNDRED FORTY-EIGHT, VOLUME SIXTEENTH, DATED NOVEMBER THE (13TH) THIRTEENTH OF (2003) TWO THOUSAND AND THREE, THE MINUTES OF THE EXTRAORDINARY SHAREHOLDERS' MEETING OF GRUPO INDUSTRIAL LALA, S.A. DE C.V., WERE RECORDED IN THE NOTARIAL RECORD BOOK, HELD ON NOVEMBER THE (6TH) OF (2003), WHEREBY IT WAS RESOLVED TO SPIN-OFF THE CORPORATION DENOMINATED "GRUPO INDUSTRIAL LALA", SOCIEDAD ANÓNIMA DE CAPITAL VARIABLE, WHICH HAD AS RESULT THAT "SERVICIOS A GILSA" SOCIEDAD ANÓNIMA DE CAPITAL VARIABLE REMAINED AS THE SPIN-OFF CORPORATION, AND "GRUPO INDUSTRIAL LALA" SOCIEDAD ANÓNIMA DE CAPITAL VARIABLE REMAINED AS SURVIVING CORPORATION; IT WAS ALSO DECIDED THAT GRUPO INDUSTRIAL LALA, S.A. DE C.V., WOULD TRANSFER TO THE SPIN-OFF CORPORATION THE ENTIRE RIGHTS ON THE INTANGIBLE ASSETS PROPERTY OF GRUPO INDUSTRIAL LALA, S.A. DE C.V., SUCH AS PATENTS, CERTIFICATES OF INVENTION OR IMPROVEMENT; BRANDS, TRADE NAMES, TRADEMARKS, COMMERCIAL SLOGANS AND DESIGNS.

B).- BY MEANS OF INSTRUMENT NUMBER (1,029) ONE THOUSAND TWENTY-NINE, DATED DECEMBER THE (8TH) EIGHTH OF (2003), AND DULY REGISTERED IN THE PUBLIC REGISTRY OF PROPERTY AND COMMERCE FOR THE CITY OF GOMEZ PALACIO, DURANGO, UNDER NUMBER (4879), BOOK (2-A), SECTION AND POWERS OF ATTORNEY, DATED DECEMBER THE (8TH) EIGHTH OF (2003) TWO THOUSAND AND THREE, THE CORPORATION DENOMINATED INTERNATIONAL BUSINESS ENTERPRISE, S. DE R.L. DE C.V. WAS INCORPORATED.

C).- BY MEANS OF INSTRUMENT NUMBER (1,084) ONE THOUSAND EIGHTY-FOUR, VOLUME SIXTEENTH, DATED DECEMBER THE (22ND) TWENTY-SECOND OF (2003), THE FINAL MERGER RESOLUTION WAS RECORDED IN THE NOTARIAL RECORD BOOK BETWEEN THE CORPORATIONS INTERNATIONAL BUSINESS ENTERPRISE, S. DE R.L. DE C.V., AND SERVICIOS A GILSA, SOCIEDAD ANÓNIMA DE CAPITAL VARIABLE, WHERE THE FIRST

[TRANSLATION FROM SPANISH, PAGE 2 OF 2]



MENTIONED ONE REMAINED AS THE MERGING CORPORATION AND THE
SECOND MENTIONED ONE REMAINED AS MERGED CORPORATION.

THIS CERTIFICATION IS ISSUED IN THE CITY OF TORREÓN, COAHUILA,
ON THE (16TH) SIXTEENTH DAY OF THE MONTH OF AUGUST OF (2004) TWO
THOUSAND AND FOUR, FOR ANY PERTINENT LEGAL PURPOSES. I ATTEST.-

HUGO GARCÍA SÁNCHEZ
NOTARY PUBLIC NUMBER EIGHTH
(signed and sealed)
GASH-400415-3U6

I, HUGO GARCÍA SÁNCHEZ, NOTARY PUBLIC NUMBER EIGHT ON DUTY FOR
THE JUDICIAL DISTRICT OF VIESCA, STATE OF COAHUILA DE ZARAGOZA

DO CERTIFY: THAT THIS PHOTOCOPY IS A TRUE COPY OF THE
ORIGINAL DOCUMENT I HAD BEFORE ME, WHICH I RETURNED TO THE
PERSON THAT FILED IT IN CASE HE REQUIRES IT FOR ANY OTHER USE THE
INTERESTED PARTY MAY DEEM CONVENIENT.

THIS COPY IS ISSUED IN THE CITY OF TORREÓN, COAHUILA, ON THE
(18TH) EIGHTEENTH DAY OF THE MONTH OF AUGUST OF (2004) TWO
THOUSAND AND FOUR.- I ATTEST.-

HUGO GARCÍA SÁNCHEZ
NOTARY PUBLIC NUMBER EIGHTH
(signed and sealed)
PROFESSIONAL LICENSE 238186
TAX PAYER REGISTRATION GASH-400415-3U6