

07-07-2005

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103035437

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Duvalin, S.A. de C.V.

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

Citizenship (see guidelines) Mexico

Execution Date(s) 02-22-2005

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

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

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Grupo Bimbo, S.A. de C.V.

Internal Address: Prolongacion Paseo de la Reforma no. 1000

Street Address: Colonia Pena Blanca Santa Fe

City: Mexico City

State: D.F.

Country: Mexico Zip: 01210

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship Mexican
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,046,074 2,120,556 1,878,257

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

(1) DUVALIN; (2) LUNETAS; (3) BOCADIN

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

Name: Roylance, Abrams, Berdo & Goodman, L.L.P.

Internal Address: \_\_\_\_\_

Street Address: 1300 19th Street, N.W., Suite 600

City: Washington

State: D.C. Zip: 20036

Phone Number: (202) 659-9076

Fax Number: (202) 659-9344

Email Address: \_\_\_\_\_

**6. Total number of applications and registrations involved:**

3

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

06-22-2005

U.S. Patent & TMO/TM Mail Rcpt Dt. #72

**9. Signature:**

*David S. Abrams*  
Signature

06-22-2005

Date

David S. Abrams

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

07/06/2005 J.TALLANE 00000033 1046074

01 FC:4521  
02 FC:6322

40.00 OP  
50.00 OP

## ASSIGNMENT

WHEREAS, Duvalin, S.A. de C.V. a Mexican corporation with a principal business address at Avenida 1° de Mayo, No. 120 Colonia San Andrés Atoto, C.P. 53500, Naucalpan de Juárez, Estado de México, México (hereinafter called "Assignor"), is the owner of all rights, titles and interests in and to U.S. Trademark Registrations Nos. 2.120.556, 1.878.257, 1.046.074 and the marks in the United States for use in connection with Lunetas, Bocadin, Duvalin and (hereinafter called the "Marks");

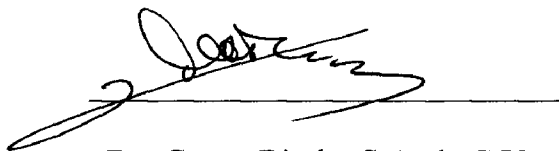
WHEREAS, Grupo Bimbo, S.A. de C.V., a Mexican corporation with a principal business address at Prolongacion Paseo de la Reforma no. 1000, Colonia Peña Blanca Santa Fe, Zip Code 01210, Mexico D.F., Mexico, (hereinafter called "Assignee"), desires to acquire all right, title and interest in and to the Marks 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.

Dated and signed: February 22, of the year 2005.



By Duvalin S.A. de C.V.  
Jorge Confalonieri Herrero



By Grupo Bimbo S.A. de C.V.  
Jaime Higuera Ricoy