

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	08/31/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ARCOR S.A.I.C.		09/15/2006	CORPORATION: ARGENTINA

RECEIVING PARTY DATA

Name:	GALLETITAS ARCOR S.A.
Street Address:	MARCELINO BERNARDI 18, ARROYITO, DEPARTMENT OF SAN JUSTO
City:	PROVINCE OF CORDOBA
State/Country:	ARGENTINA
Entity Type:	SOCIETE ANONYME: ARGENTINA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2144928	LIA

CORRESPONDENCE DATA

Fax Number: (212)837-6269
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2128376550
 Email: kuhn@hugheshubbard.com
 Correspondent Name: Perla M. Kuhn
 Address Line 1: Hughes Hubbard & Reed LLP
 Address Line 2: One Battery Park Plaza
 Address Line 4: New York, NEW YORK 10004-1482

ATTORNEY DOCKET NUMBER: 70104.1073 PMK/ESP

DOMESTIC REPRESENTATIVE

Name: Perla M. Kuhn
 Address Line 1: One Battery Park Plaza

OP \$40.00 2144928

Address Line 4: New York, NEW YORK 10004-1482

NAME OF SUBMITTER:

Perla M. Kuhn

Signature:

/Perla M. Kuhn/

Date:

10/19/2006

Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT NUNC PRO TUNC

WHEREAS, Arcor S.A.I.C., a corporation of Argentina, having a place of business at Maipu 1210, Piso 2y3, 1006 Buenos Aires, Argentina, has adopted, used and is using the mark that is the subject of application and registration in the United States Patent and Trademark Office as follows:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>DATED</u>
LIA	2144928	March 17, 1998

AND, WHEREAS, Galletitas Arcor S.A., a Societe Anonyme of Argentina, having a place of business at Marcelino Bernardi 18, Arroyito, Department of San Justo, Province of Cordoba, Argentina, acquired the entire right, title and interest in and to the said mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the mark and past common law causes of action;

THAT, the undersigned JORGE SEVESO was the DIRECTOR of Arcor S.A.I.C. at the time the assignment was effected and was aware of the particulars of the assignment set forth above;

THAT, this assignment is being executed now in order to clarify ownership of the aforementioned application and/or registration, and to confirm that said Arcor S.A.I.C. did assign unto said Galletitas Arcor S.A., all rights, title and interest in and to the said mark, together with the goodwill associated by the mark and the application and/or registration thereof, with an effective date of August 31, 2004.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Arcor S.A.I.C. hereby confirms the sale, assignment and transfer unto the said Galletitas Arcor S.A., its successors and assigns, the entire right, title and interest in and to the said mark, application and/or registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the mark and past common law causes of action.

ARCOR S.A.I.C.

By: _____
Name: JORGE SEVESO
Title: DIRECTOR

Dated: SEPTEMBER 15th, 2006.-
CORDOBA, REPUBLICA ARGENTINA.-

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : Bagley Argentina S.A.
Registration No. : 2144928
Dated : March 17, 1998
Trademark : LIA

POWER OF ATTORNEY

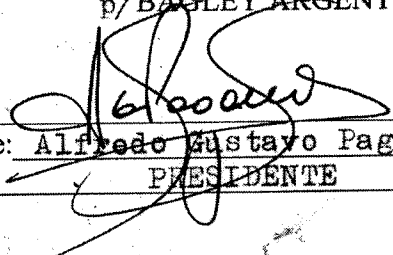
SIR:

In the matter of the above-identified Registration, Registrant hereby appoints PERLA M. KUHN, JULIUS RABINOWITZ, PETER A. SULLIVAN, NATASHA N. REED, KRISTIN B. WHITING, LORI WEISS and RUSSELL W. JACOBS of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, NY 10004-1482, its attorneys with full power to transact all business in the Patent Office in connection therewith.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004-1482, United States of America, is hereby designated Registrant's representative upon whom notices of process in proceedings affecting the mark may be served.

p/BAGLEY ARGENTINA S.A.

By: 
Name: Alfredo Gustavo Pagani
Title: PRESIDENTE

Dated: SEPTEMBER 15th, 2006

CORDOBA, REPUBLICA ARGENTINA.-

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