

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
Bodegas Nieto Senetiner S.A.		11/30/2006	CORPORATION: ARGENTINA
RECEIVING PARTY DATA			
Name:	Molinos Rio de la Plata S.A.		
Street Address:	Osvaldo Cruz		
City:	Buenos Aires		
State/Country:	ARGENTINA		
Postal Code:	3350		
Entity Type:	CORPORATION: ARGENTINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3163660	NIETO SENETINER	
Registration Number:	2916063	DON NICANOR	
Registration Number:	2196900	SANTA ISABEL	
CORRESPONDENCE DATA			
Fax Number:	(202)672-5399		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-672-5300		
Email:	PTOMAILWashington@foley.com		
Correspondent Name:	Norm J. Rich		
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007-5143		
ATTORNEY DOCKET NUMBER:	026664-0108		
DOMESTIC REPRESENTATIVE			

OP \$90.00 3163660

Name: Norm J. Rich
Address Line 1: Foley & Lardner LLP
Address Line 2: 3000 K Street, N.W., Suite 500
Address Line 4: Washington, DISTRICT OF COLUMBIA 20007-5143

NAME OF SUBMITTER:	Norm J. Rich
Signature:	/norm j. rich/
Date:	12/15/2006
Total Attachments: 1 source=assignment#page1.tif	

ASSIGNMENT OF U.S. TRADEMARKS - NUNC PRO TUNC

WHEREAS, on or about January 1, 2006, Bodegas Nieto Senetiner S.A., a corporation of Argentina, (hereinafter referred to as the "Assignor"), then being the owner of the following trademarks and trademark registrations in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
Nieto Senetiner	3,163,660	October 24, 2006
DON NICANOR	2,916,063	January 4, 2005
SANTA ISABEL	2,196,900	October 20, 1998

merged with and into Molinos Rio de la Plata S.A., a corporation of Argentina, domiciled at Osvaldo Cruz 3350, Buenos Aires, Argentina, (hereinafter referred to as the "Assignee");

WHEREAS, in accordance with the terms of said merger, Assignor assigned in fact said marks and registrations, together with that part of the good will of the business connected with and symbolized by said marks and registrations to the Assignee, but without having executed a formal United States mark assignment document; and

WHEREAS, said Assignee now desires such formal United States assignment in order to record the same in the United States Patent and Trademark Office;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby confirms the aforesaid assignment and does hereby assign, nunc pro tunc, as of January 1, 2006, and/or as of anytime prior to the present when such assignment was in fact equitably affected, to the aforesaid Assignee, all right, title and interest in and to the said marks and registrations, and that part of the good will of the business connected with and symbolized by the said marks, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said marks or injury to the said good will, and the right to sue for and recover the same in its, the Assignee's, own name.

IN WITNESS WHEREOF, this Assignment has been executed by an authorized representative of Assignor this 30 day of November, 2006.

BODEGAS NIEJO SENETINER S.A.

By:

[Signature]
(Signature)

Name:

Hortensia de Monasterio

Title:

Representative