

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
EFFECTIVE DATE:	11/14/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GRUPO BIMBO, S.A. DE C.V.		11/16/2006	CORPORATION: MEXICO

RECEIVING PARTY DATA

Name:	GRUPO BIMBO, S.A. B. DE C.V.
Street Address:	No. 1000, Col. Pena Blanca Santa Fe
Internal Address:	Prolongacion Paseo de la Reforma
City:	Mexico City
State/Country:	MEXICO
Postal Code:	01210
Entity Type:	CORPORATION: MEXICO

PROPERTY NUMBERS Total: 150

Property Type	Number	Word Mark
Registration Number:	1014220	GANSITO
Registration Number:	1046074	DUVALIN
Registration Number:	1315982	TIA ROSA
Registration Number:	1413535	BIMBO
Registration Number:	1489583	CANELITAS
Registration Number:	1522008	
Registration Number:	1537531	CORONADO
Registration Number:	1588057	MARINELA
Registration Number:	1768179	PALETON
Registration Number:	1777347	SUAVICREMAS
Registration Number:	1802988	CUERNITOS
Registration Number:	1839125	POLVORONES

CH \$3765.00 1014220

Registration Number:	1839126	MANTECADAS
Registration Number:	1865358	CHOCO ROLES
Registration Number:	1878257	BOCADIN
Registration Number:	1921091	CHICK'S RICOLINO
Registration Number:	1935963	B
Registration Number:	1958844	SPONCH
Registration Number:	1963249	SUBMARINOS
Registration Number:	1963250	MAIZITOS
Registration Number:	1970348	CORONADO
Registration Number:	2103479	KODYZ
Registration Number:	2120556	LUNETAS
Registration Number:	2158772	KRANKY
Registration Number:	2181671	PINGUINOS
Registration Number:	2288359	BUBULUBU
Registration Number:	2356170	POR SU RICO SABOR CASERO
Registration Number:	2374912	BARCEL
Registration Number:	2412951	A REAL MEXICAN TRADITION
Registration Number:	2446581	TIA ROSA
Registration Number:	2476495	
Registration Number:	2500063	BIMBOLLOS
Registration Number:	2513917	TIA ROSA
Registration Number:	2535259	
Registration Number:	2538918	RICOLINO
Registration Number:	2562815	TIA ROSA
Registration Number:	2567724	
Registration Number:	2599233	BIMBOLETE
Registration Number:	2604411	
Registration Number:	2614796	BIMBUNUELOS
Registration Number:	2617177	BIG MIX
Registration Number:	2631208	CORONADO
Registration Number:	2634333	BIMBOLETES
Registration Number:	2646963	DEEP IN THE HEARTS OF TEXANS
Registration Number:	2658129	KIYAKIS
Registration Number:	2674254	BARRITAS
Registration Number:	2684947	CHOCO ROLLS

Registration Number:	2694080	AEROLITOS
Registration Number:	2718057	GORTIA
Registration Number:	2719974	TAQUIS
Registration Number:	2720670	CHOCORETAS
Registration Number:	2725311	MINI TRIKI-TRAKES
Registration Number:	2727048	THE POWER OF WHEAT
Registration Number:	2728487	BIMBO BAKERIES USA
Registration Number:	2757152	PASTRY KITCHEN
Registration Number:	2762390	TIA ROSA
Registration Number:	2767227	BIMBO BOLILLOS
Registration Number:	2770663	TAKIS
Registration Number:	2776252	IN THE BAG SERIES
Registration Number:	2777567	EL PODER DEL TRIGO
Registration Number:	2778999	AGRIMIEL
Registration Number:	2787882	TRADITION YOU CAN TASTE
Registration Number:	2794045	CON EL CARIÑO DE SIEMPRE
Registration Number:	2820667	BARCEL DIPERS
Registration Number:	2822193	TORTILLINAS
Registration Number:	2823840	TWO STEPPER
Registration Number:	2825903	GALLETAS X
Registration Number:	2832622	THE SWEET SIDE OF TEXAS
Registration Number:	2835841	RUNNERS
Registration Number:	2851378	BIMBO KIDS
Registration Number:	2856360	MANCHITAS
Registration Number:	2882181	THE ORIGINAL BACKYARD LEGEND
Registration Number:	2885297	ABOVE AND BEYOND KIDS' BREAD.
Registration Number:	2902078	BREAD PERFECTED
Registration Number:	2922498	PANTRY SELECT
Registration Number:	2932605	ENCHILOCOS
Registration Number:	2934310	PARTNERS
Registration Number:	2954906	BIGOTES
Registration Number:	2985509	
Registration Number:	2999037	MORSAS
Registration Number:	3002305	HARVEST SELECTS
Registration Number:	3002709	PASTISETAS

Registration Number:	3034851	MAPLERS
Registration Number:	3050446	CANAPINAS
Registration Number:	3094359	HEALTH ESSENTIALS
Registration Number:	3159249	TOSTACHOS
Registration Number:	3160022	DONUT DOTS
Registration Number:	3166161	TOREADAS
Registration Number:	3169380	LARA DELICIOSAS
Registration Number:	3175145	CUBI CREMAS
Serial Number:	76364416	DIPPERS
Serial Number:	76586453	CHURRITOS
Serial Number:	77001425	MEGASTRIP
Serial Number:	77025117	GOLDEN NUTS
Serial Number:	77025266	PICANORIAS
Serial Number:	77027848	PIKINGOS
Serial Number:	77028023	FIBER PLUS
Serial Number:	77028321	TRIKI-TRAKES
Serial Number:	77028478	LONCHIBON
Serial Number:	77028762	LONCHIBON
Serial Number:	77029773	PAQUETE PIQUES
Serial Number:	77030397	CHAI-NIS
Serial Number:	77032659	PIKA LENGUAS
Serial Number:	77032936	CHICLUB
Serial Number:	77032961	CHOCO FIESTA
Serial Number:	77051787	QUIZZ
Serial Number:	77057538	FUT BAR
Serial Number:	77078245	CLEVER
Serial Number:	77097245	INTELIPET
Serial Number:	77098974	B BARCEL USA
Serial Number:	77099106	TAKIS FUEGO
Serial Number:	77100005	SALUD Y SABOR EN MOVIMIENTO
Serial Number:	78270150	MILPA REAL
Serial Number:	78440593	LARA
Serial Number:	78442405	GOMILOCAS
Serial Number:	78457133	SMART BITES
Serial Number:	78530301	AN EVERYDAY OCCASION

Serial Number:	78549251	BIMBO
Serial Number:	78564867	GRAB 'EMS
Serial Number:	78646945	LA CACEROLA
Serial Number:	78700535	REAL DEL POTOSI
Serial Number:	78715669	SUANDY
Serial Number:	78716292	PONKE
Serial Number:	78722933	MANTECHOX
Serial Number:	78727627	MEXICO LINDO Y QUE RICO
Serial Number:	78741715	HOT-NUTS
Serial Number:	78751319	B
Serial Number:	78762665	CHOCO TORRO
Serial Number:	78762717	LORS
Serial Number:	78762756	RECREO
Serial Number:	78787597	MAKE EVERY DAY A LITTLE SPECIAL.
Serial Number:	78809745	RICOFIESTA
Serial Number:	78821356	RE-MIX
Serial Number:	78835518	MASCA LUCHAS
Serial Number:	78859044	BREDDY
Serial Number:	78859187	TORTILLA BREAD
Serial Number:	78881106	BREDDY
Serial Number:	78886995	
Serial Number:	78903997	SUANDY
Serial Number:	78904035	CHOCO-DIPS
Serial Number:	78904081	SWEET ANGELS
Serial Number:	78904104	FUNNELS
Serial Number:	78904138	ROWNIES
Serial Number:	78904996	CRUNCHOS
Serial Number:	78905011	GOODMINIS
Serial Number:	78905033	FEATHERSPOON'S
Serial Number:	78912506	MARINELA
Serial Number:	78914602	A LA DIABLA
Serial Number:	78917091	KRIS BAR
Serial Number:	78939272	BIMBO NATURA

CORRESPONDENCE DATA

TRADEMARK
REEL: 003500 FRAME: 0956

Fax Number: (877)769-7945
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (214) 292-4031
Email: tmdocdal@fr.com, rippamonti@fr.com, wolfe@fr.com
Correspondent Name: Russell N. Rippamonti
Address Line 1: P.O. Box 1022
Address Line 4: Minneapolis, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER:	15832-180001
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DOMESTIC REPRESENTATIVE

Name: Russell N. Rippamonti
Address Line 1: 1717 Main Street, Suite 5000
Address Line 4: Dallas, TEXAS 75201

NAME OF SUBMITTER:	Russell Rippamonti
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Signature:	/rnr/
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Date:	03/15/2007
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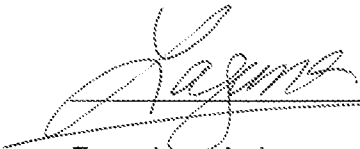
TRANSLLEGAL, LLC

TRANSLATION OF CERTIFICATION RELATED TO GRUPO BIMBO, S.A. B. DE C.V.

TRANSLATOR'S CERTIFICATE

I, Francisco A. Laguna, do hereby certify that I am fluent in the Spanish and English languages. I prepared the attached translation into English of the Certification of the Protocolization of the Minutes of the General Extraordinary Shareholders Meeting of Grupo Bimbo, S.A. B. DE C.V. It is true and accurate to the best of my ability.

5 February 2007



Francisco A. Laguna, JD, CDFA

TRANSLEGAL, LLC

TRANSLATION OF CERTIFICATION RELATED TO GRUPO BIMBO, S.A. B. DE C.V.

Ana de Jesus Jimenez Montañez, Esquire
Notary Office 146 of the Federal District
Mexico

6 December 2006

TO WHOM IT MAY CONCERN:

The undersigned attorney, ANA DE JESUS JIMENEZ MONTAÑEZ, principal of Notary Office Number 146 of the Federal District, certifies that Notarial Act Number 30,053 dated 16 November 2006, authorized by me, protocolized the Minutes of the General Extraordinary Shareholders Meeting of "GRUPO BIMBO", S.A. DE C.V., today [known as] "GRUPO BIMBO" S.A. B. DE C.V., held on 14 November 2006, during which meeting it was decided, among other things, to revise integrally the corporate bylaws; to designate and ratify the members of the new Board of Directors; and to eliminate the position of corporate Commissioners. The first testimonial of such Minutes is currently being registered with the Public Commercial Register in this city, under application and file number 631085, dated 4 December 2006.

This certification is issued for the purposes the interested party deems appropriate.

Sincerely,

/s/
ANA DE JESUS JIMENEZ MONTAÑEZ, ESQUIRE
Principal of Notary Office 146 of the Federal District

/Seals/



Lic. Ana de Jesús Jiménez Montañez
Notaria 146 del Distrito Federal
México


a 06 de diciembre de 2006

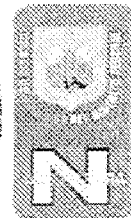
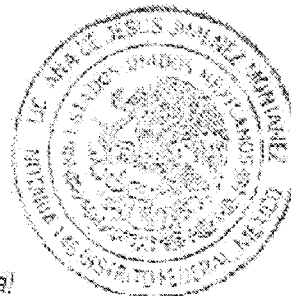
A QUIEN CORRESPONDA.

La suscrita licenciada **ANA DE JESÚS JIMÉNEZ MONTAÑEZ**, Titular de la Notaría número 146 del Distrito Federal, certifico que por acta número **30,053** de fecha **16 de noviembre de 2006**, autorizada por mí, se protocolizó el acta de Asamblea General Extraordinaria de Accionistas de "**GRUPO BIMBO**", S.A. DE C.V., hoy "**GRUPO BIMBO**", S.A. B. DE C.V., celebrada el 14 de noviembre de 2006, en la que se acordó, entre otros, reformar integralmente los estatutos sociales; designar y ratificar a los miembros del nuevo Consejo de Administración; y la desaparición de la figura de los Comisarios de la sociedad. El primer testimonio de dicho instrumento se encuentra en trámite de inscripción en el Registro Público de Comercio de esta ciudad, bajo la solicitud de entrada y trámite número 631085 de 04 de diciembre de 2006.

Se extiende la presente certificación para los fines que a la interesada convengan.

ATENTAMENTE,


LIC. ANA DE JESÚS JIMÉNEZ MONTAÑEZ
Titular de la Notaría No. 146 del Distrito Federal




EE shr

TRADEMARK

REEL: 003500 FRAME: 0960

**EXHIBIT A
REGISTERED MARKS**

REGISTRATION NO.	MARK	REGISTRATION DATE	F&R MATTER NO.
1,014,220	GANSITO	6/24/1975	15832-111001
1,046,074	DUVALIN	8/10/1976	15832-133001
1,315,982	TIA ROSA	1/22/1985	15832-101001
1,413,535	BIMBO	10/14/1986	15832-044001
1,489,583	CANELITAS	5/24/1988	15832-100001
1,522,008	MISCELLANEOUS Design (goose)	1/24/1989	15832-102001
1,537,531	CORONADO	5/2/1989	15832-028001
1,588,057	MARINELA	3/20/1990	15832-084001
1,768,179	PALETON	4/27/1993	15832-179001
1,777,347	SUAVICREMAS	6/15/1993	15832-067001
1,802,988	CUERNITOS	11/2/1993	15832-083001
1,839,125	POLVORONES	6/7/1994	15832-093001
1,839,126	MANTECADAS	6/7/1994	15832-095001
1,865,358	CHOCO ROLES	11/29/1994	15832-096001
1,878,257	BOCADIN	2/7/1995	15832-132001
1,921,091	CHICK'S RICOLINO	9/19/1995	15832-104001
1,935,963	B & Design	11/14/1995	15832-105001
1,958,844	SPONCH	2/27/1996	15832-070001
1,963,249	SUBMARINOS	3/19/1996	15832-069001
1,963,250	MAZITOS	3/19/1996	15832-071001
1,970,348	CORONADO	4/23/1996	15832-029001
2,103,479	KODYZ	10/7/1997	15832-048001
2,120,556	LUNETAS	12/9/1997	15832-131001
2,158,772	KRANKY	5/19/1998	15832-066001
2,181,671	PINGUINOS (Stylized)	8/18/1998	15832-091001
2,288,359	BUBULUBU	10/26/1999	15832-092001
2,356,170	POR SU RICO SABOR CASERO	6/6/2000	15860-072001
2,374,912	BARCEL	8/8/2000	15832-063001
2,412,951	A REAL MEXICAN TRADITION	12/12/2000	15860-077001
2,446,581	TIA ROSA & Design	4/24/2001	15832-008001
2,476,495	Miscellaneous (Cameo) Design	8/7/2001	15860-092001
2,500,063	BIMBOLLOS	10/23/2001	15860-106001
2,513,917	TIA ROSA (Script w/shadow)	12/4/2001	15860-093001
2,535,259	MISCELLANEOUS DESIGN (Bear with Chef Hat)	2/5/2002	15832-076001
2,538,918	RICOLINO	2/16/2002	15832-065001
2,562,815	TIA ROSA (Red Script)	4/23/2002	15860-095001
2,567,724	MISCELLANEOUS DESIGN (Slice of Bread Man)	5/7/2002	15832-075001
2,599,233	BIMBOLETE	7/23/2002	15860-111001
2,604,411	MISCELLANEOUS DESIGN (Clown on roller skates)	8/6/2002	15832-020001
2,614,796	BIMBUNUELOS	9/3/2002	15860-113001
2,617,177	BIG MIX	9/10/2002	15832-012002
2,631,208	CORONADO & Design	10/8/2002	15832-021002
2,634,333	BIMBOLETES	10/15/2002	15860-112001
2,646,963	DEEP IN THE HEARTS OF TEXANS	11/5/2002	15860-115001
2,658,129	KIYAKIS	12/10/2002	15832-013001
2,674,254	BARRITAS	1/14/2003	15832-106001
2,684,947	CHOCO ROLLS	2/4/2003	15832-041001
2,694,080	AEROLITOS	3/4/2003	15832-038001
2,718,057	GORTIA	5/20/2003	15860-132001
2,719,974	TAQUIS	5/27/2003	15832-034001
2,720,670	CHOCORETAS	6/3/2003	15832-033001
2,725,311	MINI TRIKI-TRAKES	6/10/2003	15832-018001
2,727,048	THE POWER OF WHEAT	6/17/2003	15832-047001
2,728,487	BIMBO BAKERIES USA & Design	6/24/2003	15860-097001
2,757,152	PASTRY KITCHEN	8/26/2003	15860-122001
2,762,390	TIA ROSA & Design (doily)	9/9/2003	15860-117001

**EXHIBIT A
REGISTERED MARKS**

REGISTRATION NO.	MARK	REGISTRATION DATE	F&R MATTER NO.
2,767,227	BIMBO BOLILLOS & Design	9/23/2003	15860-100001
2,770,663	TAKIS	10/7/2003	15832-009001
2,776,252	IN THE BAG SERIES	10/21/2003	15860-114001
2,777,567	EL PODER DEL TRIGO	10/28/2003	15832-046001
2,778,999	AGRIMIEL	11/4/2003	15832-037001
2,787,882	TRADITION YOU CAN TASTE	12/2/2003	15860-108001
2,794,045	CON EL CARINO DE SIEMPRE	12/16/2003	15832-045001
2,820,667	BARCEL DIPERS	3/9/2004	15832-036001
2,822,193	TORTILLINAS	3/16/2004	15832-043001
2,823,840	TWO STEPPER	3/16/2004	15860-130001
2,825,903	GALLETAS X	3/23/2004	15860-134001
2,832,622	THE SWEET SIDE OF TEXAS	4/13/2004	15860-133001
2,835,841	RUNNERS	4/27/2004	15832-057001
2,851,378	BIMBO KIDS	6/8/2004	15860-124001
2,856,360	MANCHITAS	6/22/2004	15860-128001
2,882,181	THE ORIGINAL BACKYARD LEGEND	9/7/2004	15860-116001
2,885,297	ABOVE AND BEYOND KIDS' BREAD	9/14/2004	15860-153001
2,902,078	BREAD PERFECTED	11/9/2004	15860-150001
2,922,498	PANTRY SELECT	2/1/2005	15860-123002
2,932,605	ENCHILOCOS	3/15/2005	15832-115001
2,934,310	PARTNERS	3/22/2005	15860-139001
2,954,906	BIGOTES	5/24/2005	15860-159001
2,985,509	DESIGN OF RHINO ON A BICYCLE	8/16/2005	15860-162001
2,999,037	MORSAS	9/20/2005	15860-156001
3,002,305	HARVEST SELECTS	9/27/2005	15860-142001
3,002,709	PASTISETAS (Cookies)	9/27/2005	15860-158001
3,034,851	MAPLERS	12/27/2005	15832-119001
3,050,446	CANAPINAS	1/24/2006	15832-086002
3,094,359	HEALTH ESSENTIALS	5/16/2006	15860-166001
3,159,249	TOSTACHOS	10/17/2006	15832-011001
3,160,022	DONUT DOTS	10/17/2006	15860-163001
3,166,161	TOREADAS	10/31/2006	15832-123001
3,169,380	LARA DELICIOSAS	11/7/2006	15832-064002
3,175,145	CUBI CREMAS	11/21/2006	15832-128001

**EXHIBIT B
PENDING APPLICATIONS**

APPLICATION NO.	MARK	FILED	F&R MATTER NO.
76/364,416	DIPPERS	1/28/2002	15832-035001
76/586,453	CHURRITOS	4/9/2004	15832-114001
77/001,425	MEGASTRIP	9/18/2006	15822-125001
77/025,117	GOLDEN NUTS	10/19/2006	15832-014002
77/025,266	PICANORIAS	10/19/2006	15832-167001
77/027,848	PIKINGOS	10/24/2006	15832-166001
77/028,023	FIBER PLUS	10/24/2006	15822-126001
77/028,321	TRIKI-TRAKES	10/24/2006	15822-127001
77/028,478	LONCHIBON	10/24/2006	15822-128001
77/028,762	LONCHIBON	10/25/2006	15822-128002
77/029,773	PAQUETE PIQUES	10/26/2006	15832-168001
77/030,397	CHAI-NIS	10/26/2006	15832-169001
77/032,659	PIKA LENGUAS	10/30/2006	15832-171001
77/032,936	CHICLUB	10/31/2006	15832-172001
77/032,961	CHOCO FIESTA	10/31/2006	15832-170001
77/051,787	QUIZZ	11/28/2006	15832-173001
77/057,538	FUT BAR	12/5/2006	15822-129001
77/078,245	CLEVER	1/8/2007	15832-175001
77/097,245	INTELIPET	2/1/2007	15832-176001
77/098,974	BARCEL USA & Design	2/5/2007	15832-178001
77/099,106	TAKIS FUEGO	2/5/2007	15832-177001
77/100,005	SALUD Y SABOR EN MOVIMIENTO	2/6/2007	15822-130001
78/270,150	MILPA REAL	7/3/2003	15832-108001
78/440,593	LARA	6/24/2004	15832-068002
78/442,405	GOMILOCAS	6/28/2004	15832-121001
78/457,133	SMART BITES	7/27/2004	15896-032001
78/530,301	AN EVERYDAY OCCASION	12/10/2004	15896-035001
78/549,251	BIMBO	1/18/2005	15832-127001
78/564,867	GRAB 'EMS	2/10/2005	15896-036001
78/646,945	LA CACEROLA	6/9/2005	15832-032002
78/700,535	REAL DEL POTOSI	8/25/2005	15832-134001
78/715,669	SUANDY	9/19/2005	15832-103002
78/716,292	PONKE	9/20/2005	15822-110001
78/722,933	MANTECHOX	9/29/2005	15822-111001
78/727,627	MEXICO LINDO Y QUE RICO	10/6/2005	15822-112001
78/741,715	HOT-NUTS (Stylized and/or with Design)	10/27/2005	15832-137001
78/751,319	B (stylized and/or with design)	11/10/2005	15832-138001
78/762,665	CHOCO TORRO	11/29/2005	15822-113001
78/762,717	LORS	11/29/2005	15822-114001
78/762,756	RECRCO	11/29/2005	15822-115001
78/787,597	MAKE EVERY DAY A LITTLE SPECIAL	1/9/2006	15896-042001
78/809,745	RICOFIESTA	2/8/2006	15832-144001
78/821,356	RE-MIX	2/23/2006	15822-120001
78/835,518	MASCA LUCHAS	3/13/2006	15832-147001
78/859,044	BREDDY & Design	4/11/2006	15832-151001
78/859,187	TORTILLA BREAD	4/11/2006	15822-116001
78/881,106	BREDDY	5/11/2006	15832-152001
78/886,995	BUBULUBU and Design	5/18/2006	15832-153001
78/903,997	SUANDY	6/8/2006	15832-103003
78/904,035	CHOCO-DIPS	6/8/2006	15896-047001
78/904,081	SWEET ANGELS	6/8/2006	15896-049001
78/904,104	FUNNELS	6/8/2006	15822-123001
78/904,138	ROWNIES	6/8/2006	15822-122001
78/904,996	CRUNCHOS	6/9/2006	15896-048001
78/905,011	GOODMINIS	6/9/2006	15896-046001
78/905,033	FEATHERSPOON'S	6/9/2006	15822-124001
78/912,506	MARINELA	6/20/2006	15832-084002
78/914,602	A LA DIABLA	6/22/2006	15832-154001
78/917,091	KRIS BAR	6/26/2006	15832-074002
78/939,272	BIMBO NATURA	7/27/2006	15832-155001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Grupo Bimbo, S.A.B. de C.V.

Registration Nos.: See Exhibit A

Marks: See Exhibit A

Commissioner for Trademarks

P.O. Box 1451

Alexandria, VA 22313-1451

DESIGNATION OF DOMESTIC REPRESENTATIVE

Grupo Bimbo, S.A.B. de C.V., a Mexican corporation, having its principal place of business at Prolongacion Paseo de la Reforma No. 1000, Col. Pena Blanca Santa Fe, Mexico City, D.F. Mexico, 01210, hereby designates the law firm of Fish & Richardson P.C., 1717 Main Street, Suite 5000, Dallas, Texas 75201, (214) 292-4031, as Registrant's representative upon whom notice of process in proceeding affecting the marks identified in Exhibit A may be served.

GRUPO BIMBO, S.A.B. DE C.V.

Date: ~~February~~ ^{March} 6, 2007

By: 

Name: _____

Title: _____

**EXHIBIT A
REGISTERED MARKS**

REGISTRATION NO.	MARK	REGISTRATION DATE	F&R MATTER NO.
1,014,220	GANSITO	6/24/1975	15832-111001
1,046,074	DUVALIN	8/10/1976	15832-133001
1,315,982	TIA ROSA	1/22/1985	15832-101001
1,413,535	BIMBO	10/14/1986	15832-044001
1,489,583	CANELITAS	5/24/1988	15832-100001
1,522,008	MISCELLANEOUS Design (goose)	1/24/1989	15832-102001
1,537,531	CORONADO	5/2/1989	15832-028001
1,588,057	MARINELA	3/20/1990	15832-084001
1,768,179	PALETON	4/27/1993	15832-179001
1,777,347	SUAVICREMAS	6/15/1993	15832-067001
1,802,988	CUERNITOS	11/2/1993	15832-083001
1,839,125	POLVORONES	6/7/1994	15832-093001
1,839,126	MANTECADAS	6/7/1994	15832-095001
1,865,358	CHOCO ROLES	11/29/1994	15832-096001
1,878,257	BOCADIN	2/7/1995	15832-132001
1,921,091	CHICK'S RICOLINO	9/19/1995	15832-104001
1,935,963	B & Design	11/14/1995	15832-105001
1,958,844	SPONCH	2/27/1996	15832-070001
1,963,249	SUBMARINOS	3/19/1996	15832-069001
1,963,250	MAIZITOS	3/19/1996	15832-071001
1,970,348	CORONADO	4/23/1996	15832-029001
2,103,479	KODYZ	10/7/1997	15832-048001
2,120,556	LUNETAS	12/9/1997	15832-131001
2,158,772	KRANKY	5/19/1998	15832-066001
2,181,671	PINGUINOS (Stylized)	8/18/1998	15832-091001
2,288,359	BUBULUBU	10/26/1999	15832-092001
2,356,170	POR SU RICO SABOR CASERO	6/6/2000	15860-072001
2,374,912	BARCEL	8/8/2000	15832-063001
2,412,951	A REAL MEXICAN TRADITION	12/12/2000	15860-077001
2,446,581	TIA ROSA & Design	4/24/2001	15832-008001
2,476,495	Miscellaneous (Cameo) Design	8/7/2001	15860-092001
2,500,063	BIMBOLLOS	10/23/2001	15860-106001
2,513,917	TIA ROSA (Script w/shadow)	12/4/2001	15860-093001
2,535,259	MISCELLANEOUS DESIGN (Bear with Chef Hat)	2/5/2002	15832-076001
2,538,918	RICOLINO	2/16/2002	15832-065001
2,562,815	TIA ROSA (Red Script)	4/23/2002	15860-095001
2,567,724	MISCELLANEOUS DESIGN (Slice of Bread Man)	5/7/2002	15832-075001
2,599,233	BIMBOLETE	7/23/2002	15860-111001
2,604,411	MISCELLANEOUS DESIGN (Clown on roller skates)	8/6/2002	15832-020001
2,614,796	BIMBUNUELOS	9/3/2002	15860-113001
2,617,177	BIG MIX	9/10/2002	15832-012002
2,631,208	CORONADO & Design	10/8/2002	15832-021002
2,634,333	BIMBOLETES	10/15/2002	15860-112001
2,646,963	DEEP IN THE HEARTS OF TEXANS	11/5/2002	15860-115001
2,658,129	KIYAKIS	12/10/2002	15832-013001
2,674,254	BARRITAS	1/14/2003	15832-106001
2,684,947	CHOCO ROLLS	2/4/2003	15832-041001
2,694,080	AEROLITOS	3/4/2003	15832-038001
2,718,057	GORTIA	5/20/2003	15860-132001
2,719,974	TAQUIS	5/27/2003	15832-034001
2,720,670	CHOCORETAS	6/3/2003	15832-033001
2,725,311	MINI TRIKI-TRAKES	6/10/2003	15832-018001
2,727,048	THE POWER OF WHEAT	6/17/2003	15832-047001
2,728,487	BIMBO BAKERIES USA & Design	6/24/2003	15860-097001
2,757,152	PASTRY KITCHEN	8/26/2003	15860-122001
2,762,390	TIA ROSA & Design (doily)	9/9/2003	15860-117001

**EXHIBIT A
REGISTERED MARKS**

REGISTRATION NO.	MARK	REGISTRATION DATE	F&R MATTER NO.
2,767,227	BIMBO BOLILLOS & Design	9/23/2003	15860-100001
2,770,663	TAKIS	10/7/2003	15832-009001
2,776,252	IN THE BAG SERIES	10/21/2003	15860-114001
2,777,567	EL PODER DEL TRIGO	10/28/2003	15832-046001
2,778,999	AGRIMIEL	11/4/2003	15832-037001
2,787,882	TRADITION YOU CAN TASTE	12/2/2003	15860-108001
2,794,045	CON EL CARINO DE SIEMPRE	12/16/2003	15832-045001
2,820,667	BARCEL DIPERS	3/9/2004	15832-036001
2,822,193	TORTILLINAS	3/16/2004	15832-043001
2,823,840	TWO STEPPER	3/16/2004	15860-130001
2,825,903	GALLETAS X	3/23/2004	15860-134001
2,832,622	THE SWEET SIDE OF TEXAS	4/13/2004	15860-133001
2,835,841	RUNNERS	4/27/2004	15832-057001
2,851,378	BIMBO KIDS	6/8/2004	15860-124001
2,856,360	MANCHITAS	6/22/2004	15860-128001
2,882,181	THE ORIGINAL BACKYARD LEGEND	9/7/2004	15860-116001
2,885,297	ABOVE AND BEYOND KIDS' BREAD	9/14/2004	15860-153001
2,902,078	BREAD PERFECTED	11/9/2004	15860-150001
2,922,498	PANTRY SELECT	2/1/2005	15860-123002
2,932,605	ENCHILOCOS	3/15/2005	15832-115001
2,934,310	PARTNERS	3/22/2005	15860-139001
2,954,906	BIGOTES	5/24/2005	15860-159001
2,985,509	DESIGN OF RHINO ON A BICYCLE	8/16/2005	15860-162001
2,999,037	MORSAS	9/20/2005	15860-156001
3,002,305	HARVEST SELECTS	9/27/2005	15860-142001
3,002,709	PASTISETAS (Cookies)	9/27/2005	15860-158001
3,034,851	MAPLERS	12/27/2005	15832-119001
3,050,446	CANAPINAS	1/24/2006	15832-086002
3,094,359	HEALTH ESSENTIALS	5/16/2006	15860-166001
3,159,249	TOSTACHOS	10/17/2006	15832-011001
3,160,022	DONUT DOTS	10/17/2006	15860-163001
3,166,161	TOREADAS	10/31/2006	15832-123001
3,169,380	LARA DELICIOSAS	11/7/2006	15832-064002
3,175,145	CUBI CREMAS	11/21/2006	15832-128001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Grupo Bimbo, S.A.B. de C.V.

Serial Nos.: See Exhibit B

Marks: See Exhibit B

Commissioner for Trademarks

P.O. Box 1451

Alexandria, VA 22313-1451

DESIGNATION OF DOMESTIC REPRESENTATIVE

Grupo Bimbo, S.A.B. de C.V., a Mexican corporation, having its principal place of business at Prolongacion Paseo de la Reforma No. 1000, Col. Pena Blanca Santa Fe, Mexico City, D.F. Mexico, 01210, hereby designates the law firm of Fish & Richardson P.C., 1717 Main Street, Suite 5000, Dallas, Texas 75201, (214) 292-4031, as Applicant's representative upon whom notice of process in proceeding affecting the marks identified in Exhibit A may be served.

GRUPO BIMBO, S.A.B. DE C.V.

Date: ~~February~~ ^{March} 6, 2007

By: 

Name: Luis Maria Lopez

Title: Business Counsel

**EXHIBIT B
PENDING APPLICATIONS**

APPLICATION NO.	MARK	FILED	F&R MATTER NO.
76/364,416	DIPPERS	1/28/2002	15832-035001
76/586,453	CHURRITOS	4/9/2004	15832-114001
77/001,425	MEGASTRIP	9/18/2006	15822-125001
77/025,117	GOLDEN NUTS	10/19/2006	15832-014002
77/025,266	PICANORIAS	10/19/2006	15832-167001
77/027,848	PIKINGOS	10/24/2006	15832-166001
77/028,023	FIBER PLUS	10/24/2006	15822-126001
77/028,321	TRIKI-TRAKES	10/24/2006	15822-127001
77/028,478	LONCHIBON	10/24/2006	15822-128001
77/028,762	LONCHIBON	10/25/2006	15822-128002
77/029,773	PAQUETE PIQUES	10/26/2006	15832-168001
77/030,397	CHAI-NIS	10/26/2006	15832-169001
77/032,659	PIKA LENGUAS	10/30/2006	15832-171001
77/032,936	CHICLUB	10/31/2006	15832-172001
77/032,961	CHOCO FIESTA	10/31/2006	15832-170001
77/051,787	QUIZZ	11/28/2006	15832-173001
77/057,538	FUT BAR	12/5/2006	15822-129001
77/078,245	CLEVER	1/8/2007	15832-175001
77/097,245	INTELIPET	2/1/2007	15832-176001
77/098,974	BARCEL USA & Design	2/5/2007	15832-178001
77/099,106	TAKIS FUEGO	2/5/2007	15832-177001
77/100,005	SALUD Y SABOR EN MOVIMIENTO	2/6/2007	15822-130001
78/270,150	MILPA REAL	7/3/2003	15832-108001
78/440,593	LARA	6/24/2004	15832-068002
78/442,405	GOMILOCAS	6/28/2004	15832-121001
78/457,133	SMART BITES	7/27/2004	15896-032001
78/530,301	AN EVERYDAY OCCASION	12/10/2004	15896-035001
78/549,251	BIMBO	1/18/2005	15832-127001
78/564,867	GRAB 'EMS	2/10/2005	15896-036001
78/646,945	LA CACEROLA	6/9/2005	15832-032002
78/700,535	REAL DEL POTOSI	8/25/2005	15832-134001
78/715,669	SUANDY	9/19/2005	15832-103002
78/716,292	PONKE	9/20/2005	15822-110001
78/722,933	MANTECHOX	9/29/2005	15822-111001
78/727,627	MEXICO LINDO Y QUE RICO	10/6/2005	15822-112001
78/741,715	HOT-NUTS (Stylized and/or with Design)	10/27/2005	15832-137001
78/751,319	B (stylized and/or with design)	11/10/2005	15832-138001
78/762,665	CHOCO TORRO	11/29/2005	15822-113001
78/762,717	LORS	11/29/2005	15822-114001
78/762,756	RECREO	11/29/2005	15822-115001
78/787,597	MAKE EVERY DAY A LITTLE SPECIAL	1/9/2006	15896-042001
78/809,745	RICOFIESTA	2/8/2006	15832-144001
78/821,356	RE-MIX	2/23/2006	15822-120001
78/835,518	MASCA LUCHAS	3/13/2006	15832-147001
78/859,044	BREDDY & Design	4/11/2006	15832-151001
78/859,187	TORTILLA BREAD	4/11/2006	15822-116001
78/881,106	BREDDY	5/11/2006	15832-152001
78/886,995	BUBULUBU and Design	5/18/2006	15832-153001
78/903,997	SUANDY	6/8/2006	15832-103003
78/904,035	CHOCO-DIPS	6/8/2006	15896-047001
78/904,081	SWEET ANGELS	6/8/2006	15896-049001
78/904,104	FUNNELS	6/8/2006	15822-123001
78/904,138	ROWNIES	6/8/2006	15822-122001
78/904,996	CRUNCHOS	6/9/2006	15896-048001
78/905,011	GOODMINIS	6/9/2006	15896-046001
78/905,033	FEATHERSPOON'S	6/9/2006	15822-124001
78/912,506	MARINELA	6/20/2006	15832-084002
78/914,602	A LA DIABLA	6/22/2006	15832-154001
78/917,091	KRIS BAR	6/26/2006	15832-074002
78/939,272	BIMBO NATURA	7/27/2006	15832-155001