

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
COMPANIA NACIONAL DE GALLETAS NOEL S.A.		04/10/2008	CORPORATION: COLOMBIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	COMPANIA DE GALLETAS NOEL S.A.		
<b>Street Address:</b>	Carrera 52 No. 2-38		
<b>City:</b>	Medellin		
<b>State/Country:</b>	COLOMBIA		
<b>Entity Type:</b>	CORPORATION: COLOMBIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77073892	MERENDINA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(787)998-7474		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	7877223446		
<b>Email:</b>	arturo@perezguerrero.com		
<b>Correspondent Name:</b>	Arturo Perez-Guerrero		
<b>Address Line 1:</b>	P.O. Box 9024163		
<b>Address Line 4:</b>	San Juan, PUERTO RICO 00902-4163		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			
<b>Address Line 4:</b>			

**OP \$40.00 77073892**

NAME OF SUBMITTER:	Arturo Perez-Guerrero
Signature:	/Arturo Perez-Guerrero/
Date:	06/30/2008
Total Attachments: 1 source=traspaso merendina4 001#page1.tif	

Trademark Assignment

WHEREAS, Compañía Nacional de Galletas Noel S.A., a corporation organized under the laws of Colombia, with its principal place of business at Carrera 52 N. 2-38, Medellín, Colombia, owns and has a bona fide intent to use the mark MERENDINA (and design), in connection with "bakery desserts; cookies; dessert mouse; dessert puddings; dessert soufflés; flavored, sweetened gelatin desserts;" and

WHEREAS, Assignor has applied to register the mentioned mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's bona fide intent to use the mark in commerce, in connection with the above described goods, Application no. 77073892, filed on December 31, 2006; and

WHEREAS, Compañía de Galletas Noel S.A., a corporation organized under the laws of Colombia, with its principal place of business at Carrera 52 N. 2-38, Medellín, Colombia, desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the mark and the pending application;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending application therefore, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark

Compañía Nacional de Galletas Noel S.A.

By: Carlos Augusto Rodríguez Gaviria  
Carlos Augusto Rodríguez Gaviria  
Title: Legal Representative

Compañía de Galletas Noel S.A.

By: Carlos Augusto Rodríguez Gaviria  
Carlos Augusto Rodríguez Gaviria  
Title: Legal Representative

Date of Execution:

April 10, 2008