

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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.		01/29/2009	CORPORATION: ARGENTINA
RECEIVING PARTY DATA			
Name:	Molinos Rio de la Plata S.A.		
Street Address:	3350 Str. Osvaldo Cruz		
City:	Buenos Aires		
State/Country:	ARGENTINA		
Entity Type:	CORPORATION: ARGENTINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78674543	BENJAMIN NIETO SENETINER	
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		
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Correspondent Name:	Norm J. Rich		
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ATTORNEY DOCKET NUMBER:	026664-0105		
DOMESTIC REPRESENTATIVE			
Name:	Norm J. Rich		
Address Line 1:	Foley & Lardner LLP		
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NAME OF SUBMITTER:	Norm J. Rich
Signature:	/norm j. rich/
Date:	02/09/2009
Total Attachments: 1 source=assignment#page1.tif	

U.S. TRADEMARK ASSIGNMENT

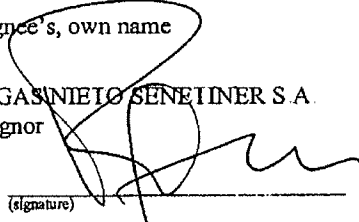
WHEREAS, Bodegas Nieto Senetiner S.A., an Argentinean corporation, doing business at Vieytes 2275, Carrodilla, Lujan De Cuyo Mendoza, Argentina (hereinafter "Assignor"), is the owner of all right, title and interest in and to the following mark and application therefor in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
BENJAMIN NIETO SENETINER	78/674,543	July 20, 2005

WHEREAS, Molinos Rio de la Plata S.A., an Argentinean corporation, doing business at 3350 Str. Osvaldo Cruz, Buenos Aires, Argentina C1293ADY (hereinafter "Assignee"), is desirous of acquiring said mark and the application and registration thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all United States rights, title and interest in and to the aforementioned mark together with the goodwill of the business symbolized by the mark, the United States application and/or registration thereof, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said mark or injury to the said good will, and the right to sue for and recover the same in its, the Assignee's, own name

BODEGAS NIETO SENETINER S.A.
as Assignor

By: 
(signature)

Name: PAOLA LAURINI

Title: REPRESENTATIVE

Date: JANUARY 29, 2009