

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
Adrian Diglio		03/24/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Bimbo Hungria Zrt		
Street Address:	Petofi Sandor UTCA 40		
City:	Ujlengyel		
State/Country:	HUNGARY		
Postal Code:	2724		
Entity Type:	COMPANY: HUNGARY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3427797	BAGEL HOLES	
CORRESPONDENCE DATA			
Fax Number:	(877)769-7945		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-292-4031		
Email:	tmdoctc@fr.com		
Correspondent Name:	Russell N. Rippamonti		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	25030-0019001		
DOMESTIC REPRESENTATIVE			
Name:	Russell N. Rippamonti		
Address Line 1:	1717 Main Street, Suite 5000		
Address Line 4:	Dallas, TEXAS 75201		

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NAME OF SUBMITTER:	Russell N. Rippamonti
Signature:	/rnr/
Date:	04/27/2009
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ASSIGNMENT OF TRADEMARK

WHEREAS, Adrian Diglio, an individual located at 306 Descanso Ave., Ojai, California 93023 (hereinafter, "Assignor"), warrants that he has adopted, used, is using and is the owner of the trademark "BAGEL HOLES" for bakery products, which is registered in the United States Patent and Trademark Office as Registration No. 3,427,797, registered May 13, 2008.

WHEREAS, Bimbo Hungria Zrt, a Hungarian company located at Petofi Sandor UTCA 40, Ujlengyel 2724, Hungary (hereinafter, "Assignee"), is desirous of acquiring the aforementioned registration and any and all rights that Assignor may have in and to the BAGEL HOLES trademark in the United States and throughout the world, together with the goodwill of the business in connection with which the said trademark is used along with the right to recover for damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee all of Assignor's right, title and interest in and to Registration No. 3,427,797 and in and to the BAGEL HOLES trademark throughout the world together with the goodwill of the business in connection with which the BAGEL HOLES trademark is used and which is symbolized by the BAGEL HOLES trademark, along with the right to sue and recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all right, title and interest in and to the BAGEL HOLES trademark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

Assignor agrees to the anonymity of the Assignee, and binds itself through this Agreement regardless of the identity of Assignee. Assignor agrees to insertion of Assignee's name and address in the above blanks after Assignee has executed the

Agreement and before the Agreement is recorded with the United States Patent and Trademark Office.

ADRIAN DIGLIO



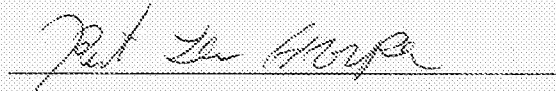
Date: 3/24/09

State of California §

§

COUNTY OF SAN BERNARDINO §

On March 24th, 2009, before me, ROBERT L HARPER, Notary Public, personally appeared Adrian Diglio, proved to me on the basis of satisfactory evidence to be the person whose name is entered above and acknowledged to me that he executed this instrument voluntarily for its stated purpose.



ROBERT LEE HARPER

Printed Name of Notary

[Notary Seal]



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