

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
Sanisisimo S.A. de C.V.		11/17/2009	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	Grupo Bimbo, S.A.B. de C.V.		
Street Address:	Prolongacion Paseo de la Reforma No. 1000		
Internal Address:	Col. Pena Blanca Santa Fe		
City:	Mexico City		
State/Country:	MEXICO		
Postal Code:	01210		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2956247	SANISSIMO	
Registration Number:	3331129		
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:	15832-0282001.E		
DOMESTIC REPRESENTATIVE			
Name:	Russell N. Rippamonti		

CH \$65.00 2956247

Address Line 1: 1717 Main Street, Suite 5000
Address Line 4: Dallas, TEXAS 75201

NAME OF SUBMITTER:	Russell N. Rippamonti
Signature:	/Russell N. Rippamonti/
Date:	01/26/2010

Total Attachments: 3
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective as of the 17th day of November, 2009, between Sanisisimo S.A. de C.V., a Mexican corporation (hereinafter, "ASSIGNOR") and Grupo Bimbo, S.A.B. de C.V., a Mexican corporation (hereinafter, "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted and is using and/or intends to use the trademarks listed in Schedule A ("Marks") attached hereto; and

WHEREAS, ASSIGNEE has acquired certain business assets associated with the Marks;

WHEREAS, ASSIGNEE is willing to acquire all rights, title and interest regarding to the Marks, including but not limited to, the applications and registrations thereof, together with the goodwill of the business symbolized by said Marks; and

WHEREAS, ASSIGNOR covenants that it will, when requested, execute, deliver and acknowledge all such further instruments of conveyance and do and perform all such other acts and things as ASSIGNEE may reasonably require to more effectively accomplish the assignment, transfer and recordation thereof of the said Marks; and

NOW, THEREFORE, in consideration of the sum of \$10.00 and other good and valuable consideration exchanged by the parties, the receipt and sufficiency thereof is acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE, its successors and assigns, all rights, title and interest in the Marks, including, but not limited to, applications and registrations thereof, together with the goodwill of the business symbolized by said Marks, together with the right to sue for past, present or future infringement of said Marks, and to collect and retain damages and profits therefor, all of the foregoing to be held and enjoyed by ASSIGNEE for its own use and for the use of its successors, assigns or other legal representatives, together with all of the income, royalties, damages and payments now or hereafter due or payable with respect thereto.

ASSIGNEE's authority hereunder shall include, without limitation, the authority to execute and receive any certificate of ownership or other document to transfer title to any of the Marks assigned pursuant to this Trademark Assignment, and to take any other actions necessary or incident to the powers granted to ASSIGNEE in this Trademark Assignment.

IN WITNESS WHEREOF, I hereto set my hand at Monterrey, Nuevo León,
México, this 17th day of November 2009.

SANISISIMO S.A. DE C.V.

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

Officer: _____

Officer: _____

Printed Name FRANCISCO TORRES

Printed Name Luis Miguel Bernal

Title: Attorney in fact

Title: Attorney in fact

Witness: _____

Witness: _____

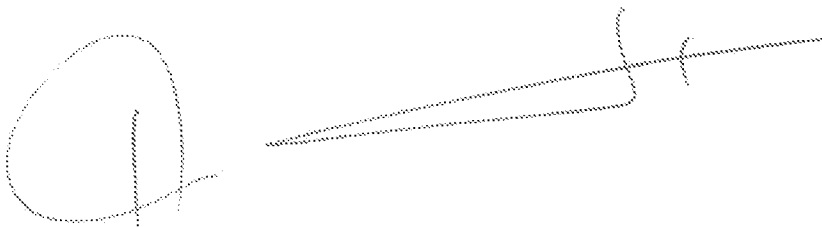
Printed Name Leticia Aguirre

Printed Name Martha Loideros Córdova

EXHIBIT A

Trademark	Application No.	Application Date	Reg. No.	Reg. Date
SANISSIMO	78/406,290	4/22/2004	2,956,247	5/24/2005
CONFIGURATION DESIGN (3D)	78/650,263	6/14/2005	3,331,129	11/6/2007
SALMAS			77871301	

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RECORDED: 01/26/2010

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