

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
Francisco Javier Torre Amione		11/17/2009	INDIVIDUAL: 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: 1			
Property Type	Number	Word Mark	
Serial Number:	77871301	SALMAS	
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:	15832-0292001.E		
DOMESTIC REPRESENTATIVE			
Name:	Russell N. Rippamonti		
Address Line 1:	1717 Main Street, Suite 5000		
Address Line 4:	Dallas, TEXAS 75201		

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REEL: 004167 FRAME: 0144

NAME OF SUBMITTER:	Russell N. Rippamonti
Signature:	/Russell N. Rippamonti/
Date:	03/15/2010
Total Attachments: 3 source=salmas assign#page1.tif source=salmas assign#page2.tif source=salmas assign#page3.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective as of the 17th day of November, 2009, between Francisco Javier Torre Amione, an individual residing in the Republic of Mexico (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 trademark listed in Schedule A ("Mark") attached hereto; and

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

WHEREAS, ASSIGNEE is willing to acquire all rights, title and interest in the Mark, including but not limited to, the application thereof, together with the goodwill of the business symbolized by said Mark; 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 Mark; and

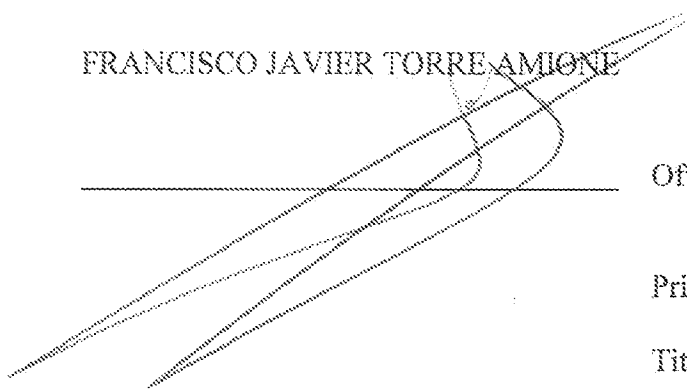
NOW, THEREFORE, in consideration of the sum of \$10.00 and other good and valuable consideration exchanged by the parties, the receipt and sufficiency thereof is acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE, its successors and assigns, all rights, title and interest in the Mark, including, but not limited to the application, together with the goodwill of the business symbolized by said Mark, together with the right to sue for past, present or future infringement of said Mark, 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 Mark 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.

FRANCISCO JAVIER TORRE-AMIGNE

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



Officer: 

Printed Name Luis M. Barrera

Title: Attorney in fact

Witness: _____

Witness: _____

Printed Name _____

Printed Name _____

EXHIBIT A

Trademark	Application No.	Application Date	Reg. No.	Reg. Date
SALMAS	77/871,301	11/12/2009	N/A	N/A

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