

**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>
DULCES VERO S.A. DE C.V.		12/03/2010	CORPORATION: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GRUPO BIMBO S.A.B. DE C.V.		
<b>Street Address:</b>	Prolongacion Paseo de la Reforma 100		
<b>Internal Address:</b>	Pena Blanca Santa Fe		
<b>City:</b>	Mexico, Distrito Federal		
<b>State/Country:</b>	MEXICO		
<b>Postal Code:</b>	01210		
<b>Entity Type:</b>	CORPORATION: MEXICO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85187727	FRESQUIPOP COOL-POP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(333)615-7815		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(52) 3336157815		
<b>Email:</b>	rrobles@integroup.com.mx		
<b>Correspondent Name:</b>	RENEE ROBLES MARTINEZ		
<b>Address Line 1:</b>	JOSE MARIA VIGIL 2735-4		
<b>Address Line 2:</b>	LOMAS DE GUEVARA		
<b>Address Line 4:</b>	GUADALAJARA, JALISCO, MEXICO 44620		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			

OP \$40.00 85187727

**900181363**

**TRADEMARK**  
**REEL: 004453 FRAME: 0370**

Address Line 4:

NAME OF SUBMITTER:

RENEE ROBLES MARTINEZ

Signature:

/Renee Robles/

Date:

01/14/2011

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between ANGEL IBARRA ROBLES a citizen of Mexico, with residence at Mexico on behalf of DULCES VERO S.A. DE C.V., a corporation formed in accordance with the laws of Mexico (the "Assignor") with legal address at Calle 26 #2395, Zona Industrial, 44940 in Guadalajara, Jalisco, Mexico, and INTI ALEJANDRO ALVA ESPINOZA, a citizen of Mexico, with residence at Mexico on behalf of GRUPO BIMBO S.A.B. DE C.V. a corporation formed in accordance with the laws of Mexico (the "Assignee"), with legal address at Prolongación Paseo de la Reforma #1000, Colonia Peña Blanca Santa Fe, 01210 in Mexico, D.F., Mexico,

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark and the corresponding trademark application FRESQUIPOP COOL-POP 85/187727, together with the goodwill of the business connected with and symbolized by the Trademark; and

WHEREAS, Assignor desires to convey, transfer, assign, deliver and contribute to Assignee all of its right, title, and interest in and to the Mark

WHEREAS, Assignee desires to acquire all right, title and interest in and to Trademark application FRESQUIPOP COOL-POP 85/187727 applied for on November 30, 2010.

NOW, THEREFORE, in for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademark in the United States, together with the goodwill of the business connected with and symbolized by the Trademark (including, without limitation, the right to complete the registration, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark), and to the Products in respect upon which the Mark is used and for which it is applied for; all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and all rights to sue for past, present and future infringements or misappropriations of the Mark; the same to be held and enjoyed by

Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made; as well as

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office to record the transfer of trademark application FRESQUIPOP COOL-POP 85/187727 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

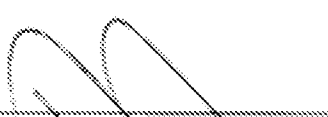
This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.


IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date below written.

Signed at Guadalajara, Jalisco on this 3<sup>rd</sup> day of December, 2010.

ASSIGNOR

ASSIGNEE

  
DULCES VEROS S.A. DE C.V.  
By: Angel Ibarra Robles  
Title: Legal Representative  
Calle 26 #2395, Zona Industrial, 44940  
Guadalajara, Jalisco, México.

  
GRUPO BIMBO S.A.B. DE C.V.  
By: Inji Alejandro Alva Espinoza  
Prolongación Paseo de la Reforma #100  
Colonia Peña Blanca, Santa Fe, 01210  
México, D.F. México.