

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Productos Alimenticios La Morena, S.A.		05/09/2011	CORPORATION: MEXICO

**RECEIVING PARTY DATA**

<b>Name:</b>	Grupo Omor, S.A. de C.V.
<b>Street Address:</b>	Detroit No. 9
<b>Internal Address:</b>	Despacho 504
<b>City:</b>	Colonia Nochebuena
<b>State/Country:</b>	MEXICO
<b>Postal Code:</b>	03720
<b>Entity Type:</b>	CORPORATION: MEXICO

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3727133	LA MORENA DE MEXICO

**CORRESPONDENCE DATA**

Fax Number: (312)655-1501  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312 655 1500  
 Email: rjgdocket@welshkatz.com  
 Correspondent Name: Richard J. Gurak  
 Address Line 1: 120 S. Riverside Plaza  
 Address Line 2: Suite 2200  
 Address Line 4: Chicago, ILLINOIS 60606

**ATTORNEY DOCKET NUMBER:** 0510553-2

**DOMESTIC REPRESENTATIVE**

Name: Richard J. Gurak, Husch Blackwell LLP

**900191804**

**TRADEMARK**  
**REEL: 004540 FRAME: 0344**

**CH \$40.00 3727133**


Address Line 1: 120 S. Riverside Plaza  
Address Line 2: Suite 2200  
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Richard J. Gurak
Signature:	/rjg/
Date:	05/12/2011

Total Attachments: 1  
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ASSIGNMENT

WHEREAS, **PRODUCTOS ALIMENTICIOS LA MORENA, S.A.**, having a business address at Villa R. Lara Grajales Monterrey No. 7, Puebla, Mexico (hereinafter referred to as "Assignor"), is the owner of the entire right, title and interest in the below-listed trademark registrations which is on file with the United States Patent and Trademark Office, namely:

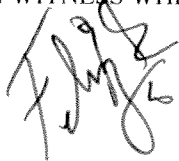
Trademark	Registration Number:
LA MORENA DE MEXICO	3727133
DESIGN 	2471003
LA MORENA	2710323

WHEREAS, **GRUPO OMOR, S.A. DE C.V.**, a corporation organized and existing under the laws of Mexico having its principal office and place of business at Detroit No. 9, Despacho 504, Colonia Nochebuena, México, D.F. 03720, México (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title and interest in, to and under the aforesaid trademarks and the registrations thereon.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable considerations, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and set over and by these presents does hereby sell, assign, transfer and set over unto Assignee, its successors and assigns, the entire right, title and interest in, to and under said trademarks, together with the goodwill of the business symbolized by said marks.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 9 day of May, 2011.



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PRODUCTOS ALIMENTICIOS  
LA MORENA, S.A.  
Name of Legal Representative:



\_\_\_\_\_  
GRUPO OMOR, S.A. DE C.V.  
Name of Legal Representative: