

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		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:
RECEIVING PARTY DATA			
Name:	Grupo Omor, S.A. de C.V.		
Street Address:	Detroit No. 9		
Internal Address:	Despacho 504		
City:	Colonia Nochebuena		
State/Country:	MEXICO		
Postal Code:	03720		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2710323	LA MORENA	
CORRESPONDENCE DATA			
Fax Number:	(312)655-1501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312 655 1500		
Email:	rjgdocket@welshkatz.com		
Correspondent Name:	Richard J. Gurak, Husch Blackwell LLP		
Address Line 1:	120 S. Riverside Plaza		
Address Line 2:	Suite 2200		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	0510553-1		
DOMESTIC REPRESENTATIVE			
Name:	Richard J. Gurak, Husch Blackwell LLP		

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**TRADEMARK
 REEL: 004540 FRAME: 0368**

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.

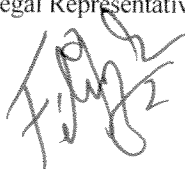
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

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.



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



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