

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
GRUMA, S.A.B. de C.V.	FORMERLY Gruma, S.A. de C.V.	12/19/2012	sociedad anonima: MEXICO
RECEIVING PARTY DATA			
Name:	Investigacion de Tecnologia Avanzada, S.A. de C.V.		
Street Address:	Ruiz Cortines 2002 Ote.,		
Internal Address:	Colonia La Purisima		
City:	Guadalupe NL		
State/Country:	MEXICO		
Postal Code:	67100		
Entity Type:	sociedad anonima: MEXICO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3283327	TORTI MASA	
Registration Number:	3973243	TORTI MASA 100% PURO MAIZ SELECCIONADO	
CORRESPONDENCE DATA			
Fax Number:	2149531121		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2148807002		
Email:	jcone@hitchcockevert.com		
Correspondent Name:	John Cone Hitchcock Evert LLP		
Address Line 1:	PO Box 131709		
Address Line 4:	Dallas, TEXAS 75313-1709		
ATTORNEY DOCKET NUMBER:	GRUM-35864/74848-US		
DOMESTIC REPRESENTATIVE			

OP \$65.00 3283327

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TRADEMARK
 REEL: 004934 FRAME: 0956

Name: John Cone Hitchcock Evert LLP
Address Line 1: PO Box 131709
Address Line 4: Dallas, TEXAS 75313-1709

NAME OF SUBMITTER:	John M. Cone
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Signature:	/johnmcone/
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Date:	01/03/2013
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Total Attachments: 1 source=130103 Assignment from GRUMA SAB to INTASA#page1.tif

ASSIGNMENT

WHEREAS, **GRUMA, S.A.B. DE C.V.** (formerly known as GRUMA, S.A. DE C.V.), a sociedad anonima of Mexico (hereinafter "Assignor"), is the owner of record of US Trademark Registration Nos. 3283327 and 3973243 for the marks TORTI MASA and TORTI MASA 100% PURO MAIZ SELECCIONADO & Design, respectively (hereinafter "the Marks");

WHEREAS, **INVESTIGACION DE TECNOLOGIA AVANZADA, S.A. DE C.V.**, a sociedad anonima of Mexico, having its principal office or place of business at Ruiz Cortines 2002 Ote., Colonia La Purisima, Guadalupe, NL., Mexico. 67100 (hereinafter "Assignee"), desires to acquire the right, title and interest in and to the Marks and the registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks.

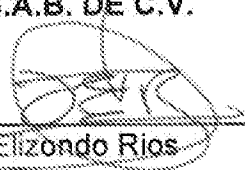
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks, and the right to recover for any infringement of the Marks prior to this Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment, on this

19 day of December, 2013

GRUMA, S.A.B. DE C.V.

By:



Guillermo Elizondo Rios
Attorney-in-Fact