

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2



ETAS ID: TM301562

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gastronomia Avanzada Pastelerias, S.A. De C.V.		03/21/2014	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	Grupo Bimbo, S.A. B. de C.V.		
Street Address:	No. 1000, Col. Pena Blanca Santa Fe		
Internal Address:	Prolongacion Paseo De La Reforma		
City:	Mexico City		
State/Country:	MEXICO		
Postal Code:	01210		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3849472		
Registration Number:	3849473		
Registration Number:	4018029	EL GLOBO	
CORRESPONDENCE DATA			
Fax Number:	3123214299		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-321-4200		
Email:	officeactions@brinksgilson.com		
Correspondent Name:	Scott J. Slavick		
Address Line 1:	P. O. Box 10395		
Address Line 4:	Chicago, ILLINOIS 60610		
NAME OF SUBMITTER:	Scott J. Slavick		
SIGNATURE:	/Scott J. Slavick/		
DATE SIGNED:	04/15/2014		
Total Attachments: 1			
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UNITED STATES OF AMERICA
Multiple Mark Assignment

WHEREAS, Gastronomía Avanzada Pastelerías, S.A. De C.V., a Mexican Corporation, with its principal place of business at Oriente 237 No. 154 Col, Agrícola Oriental, Delegación Iztacalco, C.P.08500 Mexico, Distrito Federal, ("Assignor"), has adopted, owns and is using the following trademarks and service mark for which Assignor owns the following identified federal registrations for the goods or services identified therein ("the Marks"):

Mark	Registration Number	Goods/Services
	3,849,473	(Int'l Class: 35) Retail shops featuring pastries, confections, candy and ice cream
	3,849,472	(Int'l Class: 30) Bakery goods, namely, breads, cakes and cookies
EL GLOBO	4,018,029	(Int'l Class: 30) Flours and preparations made from cereals, namely, snack foods, bread

WHEREAS, Grupo Bimbo, S.A.B. De C.V., a Mexican Corporation ("Assignee"), desires to acquire the Marks and the above-referenced registrations thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to each of the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

Gastronomía Avanzada Pastelerías, S.A. De C.V.

By: _____

Name: Guillermo Jorge Quiroz Abed

Title: Attorney

Date: March 21st, 2014