

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301561

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: 1			
Property Type	Number	Word Mark	
Serial Number:	85939218	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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CH \$40.00 85939218

UNITED STATES OF AMERICA
Service 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"), owns and has a bona fide intent to use the Mark EL GLOBO ("the Mark") in connection with the following services: services provided for procurement of food and drinks of all types; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's bona fide intent to use the mark in commerce in connection with the above-described services, Application Serial No. 85/939,218 filed on May 22, 2013 ("the Application");

WHEREAS, Grupo Bimbo, S.A.B. De C.V., a Mexican Corporation ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the Application;

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 the Mark and the Application therefore, together with that portion of the Assignor's business in connection with which it has a bona fide intent to use the Mark.

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

By: _____

Name: Guillermo Jorge Quiroz Abed

Title: Attorney

Date: March 21st, 2014