

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM306462

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MOLINERA DE MEXICO, S.A. DE C.V.		06/02/2014	Sociedad Anonima: MEXICO
RECEIVING PARTY DATA			
Name:	Gruma, S.A.B. de C.V.		
Street Address:	Rio de la Plata #407 Ote., Colonia del Valle		
Internal Address:	C.P. 66220		
City:	San Pedro Garza Garcia, N.L.		
State/Country:	MEXICO		
Entity Type:	Sociedad Anonima: MEXICO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2773475	SELECTA	
Registration Number:	4368238	SELECTA	
CORRESPONDENCE DATA			
Fax Number:	2149531121		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	214-880-7002		
Email:	jcone@hitchcokevert.com		
Correspondent Name:	John Cone Hitchcock Evert LLP		
Address Line 1:	PO Box 131709		
Address Line 4:	Dallas, TEXAS 75313-1709		
ATTORNEY DOCKET NUMBER:	GRUS-36930/75495-US		
NAME OF SUBMITTER:	John M. Cone		
SIGNATURE:	/johnmcone/		
DATE SIGNED:	06/03/2014		
Total Attachments: 2			
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OP \$65.00 2773475

ASSIGNMENT

WHEREAS, **MOLINERA DE MEXICO, S.A. DE C.V.**, a sociedad anonima of Mexico, hereinafter "Assignor"), is the owner of record of the following US trademark registrations (hereinafter "the Marks") :

Registration No.	Trademark
2773475	SELECTA
4368238	SELECTA & Design 

WHEREAS, **GRUMA, S.A.B. DE C.V.**, a sociedad anonima of Mexico, having its principal office or place of business at Río de la Plata #407 Ote., Colonia del Valle, C.P. 66220, San Pedro Garza García, N.L., México (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 Marks and the registrations 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 and Assignee have executed this
Assignment, on this 2nd day of June, 2014.

MOLINERA DE MEXICO, S.A. DE C.V.

By: 
Name: Rodrigo Martínez Villarreal
Title: Attorney-in-fact

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

By: 
Name: Guillermo Elizondo Rios
Title: Attorney-in-fact