

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM571735

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Multipan de Occidente, S.A. de C.V.		03/31/2020	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	
Registration Number:	5839201	JULITAS	
CORRESPONDENCE DATA			
Fax Number:	3123214299		
<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:	312-321-4200		
Email:	officeactions@brinksgilson.com		
Correspondent Name:	Andrew J. Avsec		
Address Line 1:	P. O. Box 10395		
Address Line 4:	CHICAGO, ILLINOIS 60610		
NAME OF SUBMITTER:	Andrew J. Avsec		
SIGNATURE:	/Andrew J. Avsec/		
DATE SIGNED:	04/13/2020		
Total Attachments: 3			
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source=JULITAS and Design Assignment#page3.tif			

CH \$40.00 5839201

TRADEMARK ASSIGNMENT

WHEREAS, **MULTIPAN DE OCCIDENTE, S.A. DE C.V.**, a Mexican corporation with an address at Eugenio Cuzin # 929, Parque Industrial Belenes Norte. Zapopan, Jalisco. México. Código postal 45157 (“Assignor”), owns U.S. Trademark Registration No. 5,839,201 for the JULITAS and Design mark depicted below (hereinafter referred to as the “Mark”):

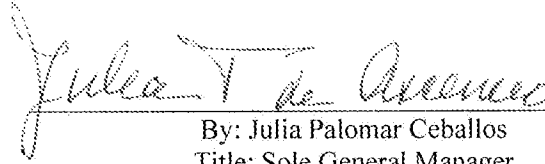


WHEREAS, **GRUPO BIMBO, S.A.B. DE C.V.**, a Mexican corporation with a place of business at PROLONGACION PASEO DE LA REFORMA NO. 1000, COL. PENA BLANCA SANTA FE, MEXICO CITY, MEXICO 01210 (“Assignee”), is desirous of acquiring all right, title and interest in and to the Mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, conveys and delivers to Assignee, its successors and assigns, all right, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark, including but not limited to, the right to sue and collect for any past, present or future infringement, misappropriation or unauthorized use thereof, the same to be held and enjoyed hereinafter by the Assignee for its own use and for the use of its successors and assigns. The effective date for this assignment is March 31st, 2020.

Signature page to the Trademark Assignment dated March 31st, 2020 entered into by and between Grupo Bimbo, S.A.B. de C.V. and Multipan de Occidente, S.A. de C.V.

Assignor
Multipan de Occidente, S.A. de C.V.



Handwritten signature of Julia Palomar Ceballos in cursive script, written over a horizontal line.

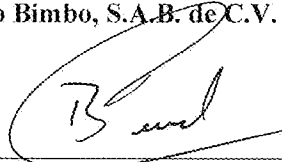
By: Julia Palomar Ceballos
Title: Sole General Manager

[Multipan de Occidente, S.A. de C.V.]

TRADEMARK
REEL: 006914 FRAME: 0975

Signature page to the Trademark Assignment dated March 31st, 2020 entered into by and between Grupo Bimbo, S.A.B. de C.V. and Multipan de Occidente, S.A. de C.V.

Assignee
Grupo Bimbo, S.A.B. de C.V.

A handwritten signature in black ink, appearing to read "Luis Miguel Briola Clément", is written over a horizontal line. The signature is stylized and cursive.

By: Luis Miguel Briola Clément
Title: Attorney-in-fact

[Grupo Bimbo, S.A.B. de C.V.]