

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM794255

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Grupo Bimbo, S.A.B. de C.V.		11/01/2022	Corporation: MEXICO
RECEIVING PARTY DATA			
Name:	INTERCONTINENTAL GREAT BRANDS LLC		
Street Address:	100 Deforest Avenue		
City:	East Hanover		
State/Country:	NEW JERSEY		
Postal Code:	07936-2813		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	97512098	CLEVER	
Serial Number:	97626885	PALERINDAS	
Serial Number:	97636686	PICAGOMAS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2128135900		
Email:	assignments@fzlj.com		
Correspondent Name:	Robert A. Becker		
Address Line 1:	151 W 42nd Street, 17th Fl		
Address Line 2:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	IGBL 2224064		
NAME OF SUBMITTER:	Rachel Marotto		
SIGNATURE:	/rachel marotto/		
DATE SIGNED:	03/14/2023		
Total Attachments: 8			
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TRADEMARK ASSIGNMENT

WHEREAS, Grupo Bimbo, S.A.B. de C.V. a *sociedad anónima bursatil de capital variable* with a place of business at Mexican United States ("Assignor"), owns the trademarks identified on Schedule A (hereinafter collectively referred to as the "Marks");

WHEREAS, Intercontinental Great Brands LLC a Delaware Limited Liability Company with a place of business at 100 Deforest Avenue, East Hanover, New Jersey 07936-2813, USA United States of America ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks and all registrations and applications for registration thereof; and

WHEREAS, all goodwill symbolized by the Marks according to 15U.S.C. Section 1060 and the business associated with the Marks is being transferred to Assignee along with the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, conveys and delivers to Assignee, its successors and assigns, all right, title and interest in and to the Marks and all registrations and applications therefor, without limitation, including but not limited to, common law rights in the Marks and the right to sue and collect for any past, present, or future infringement, misappropriation or other violations or unauthorized use thereof, together with the goodwill of the business symbolized by the Marks according to 15U.S.C. Section 1060, the same to be held and enjoyed hereinafter by Assignee for its own use and for the use of its successors and assigns.

Assignor further agrees to execute and provide any such further assignments and other documents as may be reasonably requested by Assignee to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee all rights, title and interest in and to the Marks and the registrations and registration applications therefor.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment effective as of November 1st, 2022.

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



By: _____
Name: Luis Miguel Briola Clement
Title: Legal Representative

Assignee
Intercontinental Great Brands LLC
By: Intercontinental Brands LLC
Its Sole Member



Name: Santiago Canela Mejía
Title: Attorney-in-Fact

By: _____
Name: Luis Fernando Sampson Riquelme
Title: Legal Representative



Class	Goods/Services	Image	Priority	Appl. No.	Pub. No.	Pub. Date	Pub. Office	Pub. Status	Pub. No.	Pub. Date	Pub. Office	Pub. Status	Pub. No.	Pub. Date	Pub. Office	Pub. Status
1	Computer software for data processing, word processing, and database management.		09/01/2010	10/2010/0001	10/2010/0001	10/01/2010	USPTO	Published	10/2010/0001	10/01/2010	USPTO	Published	10/2010/0001	10/01/2010	USPTO	Published
9	Electricity.		09/01/2010	10/2010/0002	10/2010/0002	10/01/2010	USPTO	Published	10/2010/0002	10/01/2010	USPTO	Published	10/2010/0002	10/01/2010	USPTO	Published
11	Heating, ventilation, and air conditioning systems.		09/01/2010	10/2010/0003	10/2010/0003	10/01/2010	USPTO	Published	10/2010/0003	10/01/2010	USPTO	Published	10/2010/0003	10/01/2010	USPTO	Published
12	Motor vehicles.		09/01/2010	10/2010/0004	10/2010/0004	10/01/2010	USPTO	Published	10/2010/0004	10/01/2010	USPTO	Published	10/2010/0004	10/01/2010	USPTO	Published
13	Apparel.		09/01/2010	10/2010/0005	10/2010/0005	10/01/2010	USPTO	Published	10/2010/0005	10/01/2010	USPTO	Published	10/2010/0005	10/01/2010	USPTO	Published
14	Jewelry.		09/01/2010	10/2010/0006	10/2010/0006	10/01/2010	USPTO	Published	10/2010/0006	10/01/2010	USPTO	Published	10/2010/0006	10/01/2010	USPTO	Published
16	Stationery.		09/01/2010	10/2010/0007	10/2010/0007	10/01/2010	USPTO	Published	10/2010/0007	10/01/2010	USPTO	Published	10/2010/0007	10/01/2010	USPTO	Published
17	Foodstuffs.		09/01/2010	10/2010/0008	10/2010/0008	10/01/2010	USPTO	Published	10/2010/0008	10/01/2010	USPTO	Published	10/2010/0008	10/01/2010	USPTO	Published
18	Leather goods.		09/01/2010	10/2010/0009	10/2010/0009	10/01/2010	USPTO	Published	10/2010/0009	10/01/2010	USPTO	Published	10/2010/0009	10/01/2010	USPTO	Published
19	Textiles.		09/01/2010	10/2010/0010	10/2010/0010	10/01/2010	USPTO	Published	10/2010/0010	10/01/2010	USPTO	Published	10/2010/0010	10/01/2010	USPTO	Published
20	Chemicals.		09/01/2010	10/2010/0011	10/2010/0011	10/01/2010	USPTO	Published	10/2010/0011	10/01/2010	USPTO	Published	10/2010/0011	10/01/2010	USPTO	Published
21	Household goods.		09/01/2010	10/2010/0012	10/2010/0012	10/01/2010	USPTO	Published	10/2010/0012	10/01/2010	USPTO	Published	10/2010/0012	10/01/2010	USPTO	Published
22	Paints and varnishes.		09/01/2010	10/2010/0013	10/2010/0013	10/01/2010	USPTO	Published	10/2010/0013	10/01/2010	USPTO	Published	10/2010/0013	10/01/2010	USPTO	Published
23	Alcoholic beverages.		09/01/2010	10/2010/0014	10/2010/0014	10/01/2010	USPTO	Published	10/2010/0014	10/01/2010	USPTO	Published	10/2010/0014	10/01/2010	USPTO	Published
24	Tobacco.		09/01/2010	10/2010/0015	10/2010/0015	10/01/2010	USPTO	Published	10/2010/0015	10/01/2010	USPTO	Published	10/2010/0015	10/01/2010	USPTO	Published
25	Apparel.		09/01/2010	10/2010/0016	10/2010/0016	10/01/2010	USPTO	Published	10/2010/0016	10/01/2010	USPTO	Published	10/2010/0016	10/01/2010	USPTO	Published
26	Jewelry.		09/01/2010	10/2010/0017	10/2010/0017	10/01/2010	USPTO	Published	10/2010/0017	10/01/2010	USPTO	Published	10/2010/0017	10/01/2010	USPTO	Published
27	Books.		09/01/2010	10/2010/0018	10/2010/0018	10/01/2010	USPTO	Published	10/2010/0018	10/01/2010	USPTO	Published	10/2010/0018	10/01/2010	USPTO	Published
28	Amusement devices.		09/01/2010	10/2010/0019	10/2010/0019	10/01/2010	USPTO	Published	10/2010/0019	10/01/2010	USPTO	Published	10/2010/0019	10/01/2010	USPTO	Published
29	Foodstuffs.		09/01/2010	10/2010/0020	10/2010/0020	10/01/2010	USPTO	Published	10/2010/0020	10/01/2010	USPTO	Published	10/2010/0020	10/01/2010	USPTO	Published
30	Pharmaceuticals.		09/01/2010	10/2010/0021	10/2010/0021	10/01/2010	USPTO	Published	10/2010/0021	10/01/2010	USPTO	Published	10/2010/0021	10/01/2010	USPTO	Published
31	Beer.		09/01/2010	10/2010/0022	10/2010/0022	10/01/2010	USPTO	Published	10/2010/0022	10/01/2010	USPTO	Published	10/2010/0022	10/01/2010	USPTO	Published
32	Wine.		09/01/2010	10/2010/0023	10/2010/0023	10/01/2010	USPTO	Published	10/2010/0023	10/01/2010	USPTO	Published	10/2010/0023	10/01/2010	USPTO	Published
33	Soft drinks.		09/01/2010	10/2010/0024	10/2010/0024	10/01/2010	USPTO	Published	10/2010/0024	10/01/2010	USPTO	Published	10/2010/0024	10/01/2010	USPTO	Published
34	Tobacco.		09/01/2010	10/2010/0025	10/2010/0025	10/01/2010	USPTO	Published	10/2010/0025	10/01/2010	USPTO	Published	10/2010/0025	10/01/2010	USPTO	Published
35	Advertising and business services.		09/01/2010	10/2010/0026	10/2010/0026	10/01/2010	USPTO	Published	10/2010/0026	10/01/2010	USPTO	Published	10/2010/0026	10/01/2010	USPTO	Published
36	Real estate services.		09/01/2010	10/2010/0027	10/2010/0027	10/01/2010	USPTO	Published	10/2010/0027	10/01/2010	USPTO	Published	10/2010/0027	10/01/2010	USPTO	Published
37	Insurance services.		09/01/2010	10/2010/0028	10/2010/0028	10/01/2010	USPTO	Published	10/2010/0028	10/01/2010	USPTO	Published	10/2010/0028	10/01/2010	USPTO	Published
38	Telecommunications services.		09/01/2010	10/2010/0029	10/2010/0029	10/01/2010	USPTO	Published	10/2010/0029	10/01/2010	USPTO	Published	10/2010/0029	10/01/2010	USPTO	Published
39	Transportation services.		09/01/2010	10/2010/0030	10/2010/0030	10/01/2010	USPTO	Published	10/2010/0030	10/01/2010	USPTO	Published	10/2010/0030	10/01/2010	USPTO	Published
40	Education services.		09/01/2010	10/2010/0031	10/2010/0031	10/01/2010	USPTO	Published	10/2010/0031	10/01/2010	USPTO	Published	10/2010/0031	10/01/2010	USPTO	Published
41	Entertainment services.		09/01/2010	10/2010/0032	10/2010/0032	10/01/2010	USPTO	Published	10/2010/0032	10/01/2010	USPTO	Published	10/2010/0032	10/01/2010	USPTO	Published
42	Legal services.		09/01/2010	10/2010/0033	10/2010/0033	10/01/2010	USPTO	Published	10/2010/0033	10/01/2010	USPTO	Published	10/2010/0033	10/01/2010	USPTO	Published
43	Medical services.		09/01/2010	10/2010/0034	10/2010/0034	10/01/2010	USPTO	Published	10/2010/0034	10/01/2010	USPTO	Published	10/2010/0034	10/01/2010	USPTO	Published
44	Veterinary services.		09/01/2010	10/2010/0035	10/2010/0035	10/01/2010	USPTO	Published	10/2010/0035	10/01/2010	USPTO	Published	10/2010/0035	10/01/2010	USPTO	Published
45	Food and drink services.		09/01/2010	10/2010/0036	10/2010/0036	10/01/2010	USPTO	Published	10/2010/0036	10/01/2010	USPTO	Published	10/2010/0036	10/01/2010	USPTO	Published
46	Accommodation services.		09/01/2010	10/2010/0037	10/2010/0037	10/01/2010	USPTO	Published	10/2010/0037	10/01/2010	USPTO	Published	10/2010/0037	10/01/2010	USPTO	Published
47	Education and training services.		09/01/2010	10/2010/0038	10/2010/0038	10/01/2010	USPTO	Published	10/2010/0038	10/01/2010	USPTO	Published	10/2010/0038	10/01/2010	USPTO	Published
48	Entertainment and cultural services.		09/01/2010	10/2010/0039	10/2010/0039	10/01/2010	USPTO	Published	10/2010/0039	10/01/2010	USPTO	Published	10/2010/0039	10/01/2010	USPTO	Published
49	Advertising and business services.		09/01/2010	10/2010/0040	10/2010/0040	10/01/2010	USPTO	Published	10/2010/0040	10/01/2010	USPTO	Published	10/2010/0040	10/01/2010	USPTO	Published
50	Real estate services.		09/01/2010	10/2010/0041	10/2010/0041	10/01/2010	USPTO	Published	10/2010/0041	10/01/2010	USPTO	Published	10/2010/0041	10/01/2010	USPTO	Published

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FIGURE 13: INTERNATIONAL, SERIAL, AND NATIONAL CLASSIFICATION

Case reference	Country	Trademark	Logo	Filing Date	Filing Number	Registration Date	Registration Number	Next Renewal Date	Current Status	Class	Division	Legal Owner (if any)
TM 100000001	USA	CELESTINATION		20/01/2022	9/21/2022				Filed	21	01/01/2022	CELESTINATION S.A.S.

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