

Form PTO-1594  
(Rev. 10/02)

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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

GRUPO BIMBO, S.A. de C.V.

- Individual(s)
- General Partnership
- Corporation-State
- Other corporation of Republic of Mexico
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: 04/15/2004

2. Name and address of receiving party(ies)

Name: MRS BAIRD'S BAKERIES BUSINESS TRUST

Internal

Address: \_\_\_\_\_

Street Address: 515 Jones Street, Suite 200

City: Fort Worth State: TX Zip: 76102

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other Business Trust of State of Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 78/255304

B. Trademark Registration No.(s) \_\_\_\_\_

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Russell N. Rippamonti

Internal Address: Fish & Richardson, PC

Street Address: 1717 Main Street, Suite 5000

City: Dallas State: TX Zip: 75201

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

061050 / 15860-154001

**DO NOT USE THIS SPACE**

9. Signature.

Linda M. Novak

Name of Person Signing



Signature

04/20/2004

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

CH \$40.00 061050 78255304

### TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective as of the 15 day of April, 2004 between Grupo Bimbo, S.A. de C.V., a corporation of the Republic of Mexico ("Assignor") and Mrs Baird's Bakeries Business Trust, an entity existing under the laws of the state of Delaware ("Assignee").

WHEREAS, Assignor has filed pending U.S. Trademark Application Serial No. 78/255,304 for the mark KIDS BREAD and Logo (hereinafter "Mark") and has adopted, used and has not abandoned the Mark; and

WHEREAS, Assignee is desirous of acquiring said Mark, and the goodwill of the business associated therewith; and

WHEREAS, in light of the foregoing, the parties acknowledge that this Assignment is intended to effectuate an assignment to Assignee of all rights in and to the said Mark, and the goodwill of the business associated therewith.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee, its successors and assigns, all rights, title and interest in the Mark, together with the goodwill of the business symbolized by said Mark, the right to secure registrations for the Mark in all countries, all of the foregoing to be held and enjoyed by Assignee for its own use and for the use of its successors, assigns or other legal representatives, together with all of the income, royalties, damages and payments now or hereafter due or payable with respect thereto and the right to sue and recover damages by reason of past, present and future infringement of the rights assigned under this Assignment with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer to Assignee had not been made;

Assignee's authority hereunder shall include, without limitation, the authority to execute and receive any certificate of ownership or other document to transfer title to the Mark assigned pursuant to this Assignment, and to take any other actions necessary or incident to the powers granted to Assignee in this Assignment.

This instrument shall inure to the benefit of Assignee and its successors and assigns and shall be binding upon Assignor and its successors and assigns.

GRUPO BIMBO, S.A. de C.V.

By: \_\_\_\_\_

Name: Alejandro Martínez Carrera

Title: Legal Representative

WITNESSED BY:

By: \_\_\_\_\_

Name: Miguel Ángel Moreno G.

Title: Legal Representative

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