

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BONAFONT, S.A. DE C.V.		05/08/2009	CORPORATION: MEXICO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	COMPAGNIE GERVAIS DANONE		
<b>Street Address:</b>	17 BOULEVARD HAUSSMANN		
<b>City:</b>	PARIS		
<b>State/Country:</b>	FRANCE		
<b>Postal Code:</b>	75009		
<b>Entity Type:</b>	SOCIETE ANONYME: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3520690	BONAFONT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)837-6269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2128376550		
<b>Email:</b>	kuhn@hugheshubbard.com		
<b>Correspondent Name:</b>	Perla M. Kuhn		
<b>Address Line 1:</b>	Hughes Hubbard & Reed LLP		
<b>Address Line 2:</b>	One Battery Park Plaza		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10004-1482		
<b>ATTORNEY DOCKET NUMBER:</b>	079636.1001 PMK/ESP		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Perla M. Kuhn		
<b>Address Line 1:</b>	Hughes Hubbard & Reed LLP		
<b>Address Line 2:</b>	One Battery Park Plaza		

OP \$40.00 3520690

**900136170**

**TRADEMARK  
 REEL: 004003 FRAME: 0783**

Address Line 4: New York, NEW YORK 10004-1482

NAME OF SUBMITTER:

Perla M. Kuhn

Signature:

/Perla M. Kuhn/

Date:

06/12/2009

Total Attachments: 1

source=USA BONAFONT signed assignment deed#page1.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
ASSIGNMENT

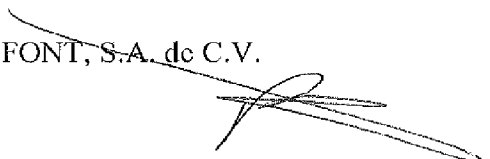
WHEREAS, BONAFONT, S.A. de C.V., a corporation organized and existing under the laws of Mexico, having a place of business at Guillermo Gonzalez Camarena 333, Centro de Ciudad Santa Fe, Alvaro, Obregon, Mexico, D.F. C.P. 0121, Mexico ("Assignor"), has adopted, used and is using the mark that is the subject of registration in the United States Patent and Trademark Office as follows (the "Mark"):

MARK	REGISTRATION NO.	DATED
BONAFONT	3,520,690	October 21, 2008

AND, WHEREAS, COMPAGNIE GERVAIS DANONE, a Societe Anonyme organized and existing under the laws of France, having a place of business at 17 Boulevard Haussmann, Paris 75009, France ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark, and past common law causes of action;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby sells, assigns and transfers unto Assignee, its successors and assigns, the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark and past common law causes of action.

BONAFONT, S.A. de C.V.

By:   
Name: Paolo A. Piccini  
Title: General Manager

Dated: May 8<sup>th</sup> 2009

60544009\_1.DOC