

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Felipe Antonio Martinez Rodriguez	11/02/2010
RECEIVING PARTY DATA	
Name:	Grupo Bimbo, S.A. de C.V.
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29382393
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ATTORNEY DOCKET NUMBER:	14250-282
NAME OF SUBMITTER:	Kelly K. Burris
Total Attachments: 2 source=14250-282_Assignment#page1.tif source=14250-282_Assignment#page2.tif	

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PATENT
 REEL: 025576 FRAME: 0050

ASSIGNMENT

Atty. Docket No. 14250-282

WHEREAS, the undersigned, hereinafter referred to collectively as Assignor, has invented:

PRODUCT PACKAGING

for which Assignor is about to make or has made United States or International application for patent

- (a) ☒ executed on even date preparatory to filing (each inventor should sign this Assignment on the same day as he/she signs the Declaration and Power of Attorney);
- (b) ☐ executed on _____, _____, _____;
- (c) ☐ filed on _____, and assigned Serial No. _____ or PCT International Application No. _____;
- (d) ☐ U.S. Patent No. _____, issued _____; and

WHEREAS, **GRUPO BIMBO S.A.B. DE C.V., Prolongacion Paseo De La Reforma, No. 1000, Col. Pena Blanca Santa Fe, C.P. Delegacion Alvaro Obregon, Mexico City, D.F., Mexico 01210**, hereinafter referred to as Assignee, is desirous of acquiring an interest therein:

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy whereof is hereby acknowledged, Assignor by these presents does sell, assign and transfer unto Assignee and its successors in interest, the full and exclusive right, title and interest in the United States of America and all foreign countries, including the right to claim priority under the laws of the United States, the Paris Convention, and any foreign countries, to the said invention as described in the aforesaid application, said application for patent and all Letters Patent therefor to be held and enjoyed by Assignee to the full end of the term for which said Letters Patent are granted and any extensions thereof as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made, and the right to recover for past infringements of, or liabilities for, any of the rights relating to any of said applications or patents resulting therefrom;

Assignor hereby covenants and agrees to execute all instruments or documents required or requested for the making and prosecution of any applications of any type for patent in the United States and in all foreign countries including, but not limited to, any provisional, continuation, continuation-in-part, divisional, renewal or substitute thereof, and as to letters patent any reissue, re-examination, or extension thereof, and for litigation regarding, or for the purpose of protecting title and to the said invention, the United States application for patent, or Letters Patent therefor, and to testify in support thereof, for the benefit of Assignee without further or other compensation than that above set forth;

Assignor hereby covenants that no assignment, sale or agreement or encumbrance has been or will be entered into which would conflict with this Assignment; and

Assignor hereby requests the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States of America to Assignee, and requests that any official of any country or countries foreign to the United States, whose duty it is to issue or grant patents and applications as aforesaid, to issue said Letters Patent, Utility Model Registration or Inventor's Certificate to Assignee.

ASSIGNMENT

Atty. Docket No. 14250-282

Assignor hereby authorizes and requests my attorney to insert here in parentheses (Application No. _____, filed _____) the filing date and application number of said application when known.



Felipe Antonio Martínez Rodríguez

Date

Nov 2nd, 2010