

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Jose Abel Cepeda Mendoza	06/08/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Grupo Bimbo, S.A.B. de C.V.
<b>Street Address:</b>	Prolongacion Paseo de la Reforma No. 1000
<b>Internal Address:</b>	Col. Pena Blanca Santa Fe, Delegacion Alvaro Obregon
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<b>State/Country:</b>	MEXICO
<b>Postal Code:</b>	01210
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29394319
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	14250-401
<b>NAME OF SUBMITTER:</b>	Kelly K. Burris
<b>Total Attachments: 2</b> source=14250-401 signed Assignment#page1.tif source=14250-401 signed Assignment#page2.tif	

CH \$40.00 29394319

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**PATENT**  
**REEL: 026459 FRAME: 0793**

# ASSIGNMENT

Atty. Docket No. 14250-401

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

## SNACK

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., Prolongación Paseo de la Reforma No. 1000, Col. Peña Blanca Santa Fe, Delegación Álvaro Obregón, México City, D.F., México, 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. 14250-401

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.

  
José Abel Cepeda Mendoza

8 June 2011  
Date