

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Proarce, S.A. de C.V.	02/28/2008
RECEIVING PARTY DATA	
Name:	Grupo Bimbo, S.A.B. de C.V.
Street Address:	Prolongacion Paseo de la Reforma
Internal Address:	No. 1000
City:	Colonia Desarrollo Santa Fe, C.P.
State/Country:	MEXICO
Postal Code:	01210
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	29252853
Application Number:	29252854
Application Number:	29252855
Application Number:	29252856
CORRESPONDENCE DATA	
Fax Number:	2029425999
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Email:	sandra.tartisel@aporter.com
Correspondent Name:	Arnold & Porter LLP
Address Line 1:	555 Twelfth Street, NW
Address Line 2:	Attn: IP Docketing
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004
ATTORNEY DOCKET NUMBER:	23192.001
NAME OF SUBMITTER:	Curtis R. Altmann

PATENT

Signature:	/Curtis R. Altmann/
Date:	07/08/2013
Total Attachments: 3 source=Assignment_Grupo_Bimbo#page1.tif source=Assignment_Grupo_Bimbo#page2.tif source=Assignment_Grupo_Bimbo#page3.tif	

PATENT ASSIGNMENT

WHEREAS, Proarce, S.A. de C.V., a corporation organized under the laws of Mexico and having a principal place of business at Calle 8 No. 3 2A Seccion, Fraccionamiento Alce Blanco, Naucalpan de Juarez Estado, de Mexico, MEXICO ("Assignor"), is the owner of the entire right, title, and interest in and to the U.S. design patents set forth in attached Schedule A hereto (collectively, the "Assigned Patent Rights"); and

WHEREAS, Grupo Bimbo, S.A.B. de C.V., a corporation organized under the laws of Mexico and having a principal place of business at Prolongacion Paseo de la Reforma, No. 1000, Colonia Desarrollo Santa Fe, C.P., 01210, Mexico, D.F., MEXICO ("Assignee"), desires to acquire all of Assignor's right, title, and interest in and to the Assigned Patent Rights.


NOW, THEREFORE, for good and valuable consideration acknowledged by Assignor to have been received in full from Assignee, the parties hereto agree as follows:

1. Assignor does hereby sell, assign, transfer, and convey unto Assignee the entire right, title, and interest together with the benefits and privileges in and to said Assigned Patent Rights, including all divisional, renewal, substitute, continuation, continuation-in-part, reissue, and reexamination applications based upon said Assigned Patent Rights.
2. Assignor authorizes and requests the Commissioner of Patents and Trademarks for the United States of America to transfer all Assigned Patent Rights to Assignee, as assignee of the entire right, title and interest therein, or otherwise as Assignee may direct.
3. Assignor agrees to take all actions and execute additional documents as necessary to assign, transfer, perfect, and record the rights of Assignee in and to the Assigned Patent Rights.
4. The terms and covenants of this Patent Assignment shall inure to the benefit of Assignee, its successors and assigns, and shall be binding upon Assignor and its assigns.

IN WITNESS WHEREOF, the parties have caused this Patent Assignment to be executed by their duly authorized representatives effective this 28th day of february 2008.

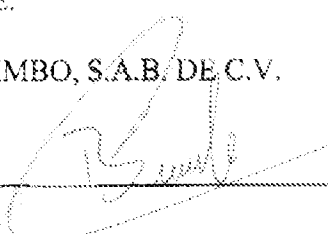
ASSIGNOR:

PROARCE, S.A. DE C.V.

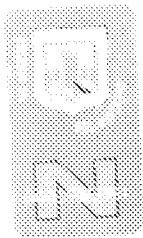
By: 
Name: Enrique Alvarado
Title: President

ASSIGNEE:

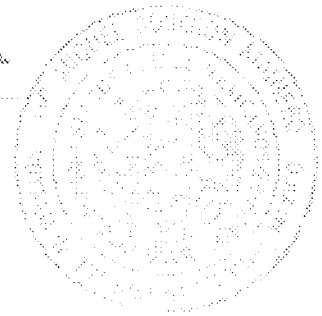
GRUPO BIMBO, S.A.B. DE C.V.

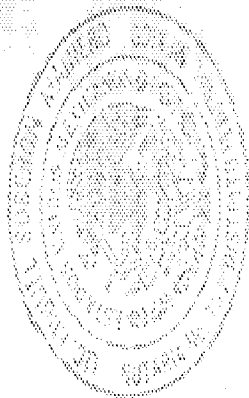
By: 
Name:
Title:

MIGUEL SOBERON MAINERO, Notario Ciento Ochenta y Uno del Distrito Federal, C E R T I F I C O que los señores ENRIQUE CHAVEZ FERNANDEZ, en representación de "PROARCE" SOCIEDAD ANONIMA DE CAPITAL VARIABLE y LUIS MIGUEL BRIOLA CLEMENT, en representación de "GRUPO BIMBO", SOCIEDAD ANONIMA DE CAPITAL VARIABLE, ratificaron en mi presencia el contenido y reconocieron como suyas, por ser de su puño y letra, las firmas que calzan el presente documento, que consta de una foja escrita por el anverso y viene acompañada de un anexo también en una foja escrita por el anverso. Con este motivo he levantado en el protocolo a mi cargo el acta número TREINTA Y OCHO MIL CUATROCIENTOS DIECISEIS, de esta misma fecha, en la que consta que me aseguré de la identidad y capacidad legal de los comparecientes.- Doy Fé.- México, Distrito Federal, a catorce de abril de dos mil ocho.



[Handwritten signature: Soberón]





SCHEDULE A

PATENT NO./ PUBLICATION No.	ISSUE DATE/ PUBLICATION DATE	APPLICATION NO.	FILING DATE	TITLE
D553,859	10/30/2007	29/252,854	1/30/2006	Tray
D553,860	10/30/2007	29/252,855	1/30/2006	Tray
D553,861	10/30/2007	29/252,856	1/30/2006	Tray
D557,011	12/11/2007	29/252,853	1/30/2006	Tray