

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT3707576

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TZITZIJANI DEL CARMEN SILVA RODRIGUEZ	12/22/2015
RECEIVING PARTY DATA	
Name:	GRUPO BIMBO, S.A.B. DE C.V.
Street Address:	PROLONGACION PASEO DE LA REFORMA NO. 1000, COLONIA PENA BLANCA SANTA FE
City:	MEXICO
State/Country:	MEXICO
Postal Code:	01210
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29544510
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	14250-2145
NAME OF SUBMITTER:	CAROLYN M. BROUGHAM
SIGNATURE:	/Carolyn M. Brougham/
DATE SIGNED:	01/22/2016
Total Attachments: 2	
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ASSIGNMENT

WHEREAS, Tzitzijani del Carmen Silva Rodriguez, hereinafter called the "Assignor", has made the invention described in the United States patent application entitled PRODUCT DISPLAY, for a full description of which reference is here made to an application for Letters Patent of the United States filed on November 4, 2015 and assigned Application Serial No. 29/544,510;

WHEREAS, Grupo Bimbo, S.A.B. de C.V., a corporation organized and existing under the laws of Mexico, having a place of business at Prolongacion Paseo de la Reforma No. 1000, Colonia Pena Blanca Santa Fe, Mexico, D.F., C.P. 01210, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention, as set forth below;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other valuable and legally sufficient consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents issuing therefrom in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; together with the right to recover all damages, including, but not limited to, a reasonable royalty, by reason of past, present, or future infringement or any other violation of patent or patent application rights; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents. The



PATENT

REEL: 037560 FRAME: 0688


Assignor hereby sells, assigns, and transfers the entire right, title and interest to the Assignee as of the day of filing the application identified above.

The Assignor hereby covenants and agrees, for both the Assignor and the Assignor's legal representatives, that the Assignor will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and that the Assignor will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignor has executed this agreement.

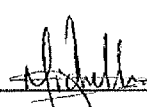
DATED: 22 / 12 / 2015



Tzitzijani del Carmen Silva Rodriguez

WITNESSED:

DATE: 22 / 12 / 2015

Michelle Herrera Vargas 

DATE: 23 / 12 / 2015

Nayli Martinez 