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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

1.27.99

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To the Honorable Commissioner of Patents &

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original documents or copy thereof.

1. Name of conveying party(ies):

Plantation Baking Company

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State Illinois, Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Elfin Equity Company, L.L.C.

Internal Address: Law Department

Street Address: 677 Larch Avenue

City: Elmhurst State: IL ZIP: 60126

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, Other Limited Liability Company (Delaware)

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: December 31, 1998

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,986,578 Olde New England Brand Pecan Fudge Brownie

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jo E. Osborn, Senior Counsel

Internal Address: Law Department

Keebler Company

Street Address: 677 Larch Avenue

City: Elmhurst State: IL ZIP: 60126

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jo E. Osborn Name of Person Signing

Signature

11/25/99 Date

Total number of pages including cover sheet, attachments, and document: 4

## ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Plantation Baking Company, an Illinois corporation having a place of business at 677 Larch Avenue, Elmhurst, Illinois (hereinafter "Assignor"), has adopted, and owns, the trademarks identified and set forth in Schedule A, attached hereto and incorporated herein, and owns the corresponding Federal Registrations on the Register of the United States Patent and Trademark Office for the goods and/or services identified therein (hereinafter referred to collectively as "Trademarks"); and

WHEREAS, Elfin Equity Company, L.L.C., a Delaware Limited Liability Company having its principal place of business at 677 Larch Avenue, Elmhurst, Illinois (hereinafter "Assignee"), desires to acquire the entire right, title, and interest in said Trademarks;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee, and its successors in interest, the entire right, title, and interest in, and to, said Trademarks, including the goodwill appurtenant thereto;

AND, for the same consideration, Assignor does assign and transfer to Assignee, and its successors in interest, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereafter acquire, on account of any infringement of the said Trademarks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, has executed this instrument on this 31<sup>st</sup> day of December, 1998, to be effective December 31, 1998.

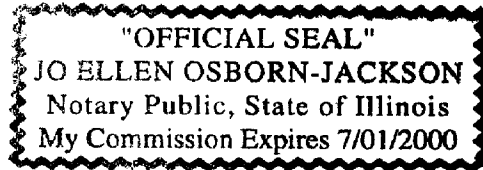
PLANTATION BAKING COMPANY  
("Assignor")

By: *James J. [Signature]*  
Title: *Asst. Secretary*

STATE OF ILLINOIS        }  
                                      } SS.  
COUNTY OF DU PAGE    }

Subscribed and sworn to before me this 31<sup>st</sup> day of December, 1998.

*[Signature]*  
Notary Public



**SCHEDULE A**

Trademark

Registration  
Number

Olde New England Brand Pecan Fudge Brownie

1,986,578