

WRD RECORD 1.27.99 TR

01-29-1999

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



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Tab settings

To the Honorable Commissioner of Patents and Trademarks

original documents or copy thereof.

1. Name of conveying party(ies):

President Baking Company, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: December 31, 1998

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

See attached Schedule A

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:

39

7. Total fee (37 CFR 3.41).....\$ 990.00

- 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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FC:481 40.00 OP, FC:482 950.00 OP

DO NOT USE THIS SPACE

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

1/25/99 Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK REEL: 1845 FRAME: 0407

SCHEDULE A

<u>Trademark</u>	<u>Registration Number</u>
Barbara Dee	885,569
Becky Kay's	1,434,871
Bishop's	1,406,968
Brownstone Ovens	1,774,367
Cap'n Kid	1,144,422
Cookie Design	1,386,964
Devil Dainty	684,235
Dinocremes	1,580,351
Fudge Classics	1,505,031
Great Cookies for a Great Cause	1,257,764
Greg's	659,608
J (Design)	1,148,468
Jack's & Design	1,422,142
Jackson's & Design	918,134
Joys	863,625
Jumpers	1,048,252
Little Brownie Bakers	1,487,668
Little Brownie & Design	781,089
Little Brownie Baker & Design	1,560,049
Lotsa' Middle	1,383,573
Monster Chomps	1,323,556
Mother's	1,065,521
Murray	998,564
Murray Cookies & Design	1,294,747
Pecan Shortees	1,541,752
President Baking & Design	1,841,965
Robert's	853,775
Robert's (Stylized)	720,413
Rock 'n Roll	678,550
Samoas	1,409,681
Samoas	1,133,423
Smilin' Fresh!	677,428
Southern Recipe	1,533,479
Sunny & Design	1,386,198
Tagalongs	1,817,034
The Cookie and Cracker People	1,434,870
The Cookie People	980,087
Thumpers	1,048,253
Van'Chos	1,434,872

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, President Baking Company, Inc., a Delaware 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 31st day of December, 1998, to be effective December 31, 1998.

PRESIDENT BAKING COMPANY, INC.
("Assignor")

By: *James Fitz*
Title: *Asst. Secretary*

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

Subscribed and sworn to before me this 31st day of December, 1998.

Jo Ellen Osborn-Jackson
Notary Public

