

02-16-1999

SHEET  
ONLY

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



Atty Docket No. FI001/166115

**MR0 2.3.99**

100965554

To the Assistant Commissioner of Pat.

Attached original documents or copy thereof.

1. Name of conveying party(ies):

**Flowers Bakeries Brands, Inc.**

- Individuals(s)
- General Partnership
- Corporation-State South Carolina
- Other
- Association
- Limited Partnership

Additional names(s) of conveying party(ies) attached  Yes  No

2. Name and address of receiving party(ies)

Name: **Mrs. Smith's Brands, Inc.**

Internal Address:

Street Address: **1923 Flowers Circle**

City: **Thomasville** State: **GA** Zip: **31757**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State South Carolina
- Other

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

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

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

A. Trademark Application No.(s)

**SEE SCHEDULE A**

B. Trademark Registratio

02-03-1999

**SEE SCHEDULE B**

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #40

Additional numbers attached?  Yes  No

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

Name: **Sharan B. Flexner**

Internal Address: **Kilpatrick Stockton LLP**

02/12/1999 DMGUYEN 00000274 75319224

01 FC:481 40.00 DP  
02 FC:482 2400.00 DP

Street Address: **1100 Peachtree Street, Suite 2800**

City: **Atlanta** State: **GA** Zip: **30309-4530**

6. Total number of applications and registrations involved **97**

7. Total fee (37 CFR 3.41).....\$ **2,440.00 €**

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:

**11-0860**

**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.

**Sharan B. Flexner**

Name of Person Signing

Signature

Date

*Sharan B. Flexner*

**2-3-99**

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

**SCHEDULE A**  
**MRS. SMITH'S U.S. TRADEMARK APPLICATIONS**

<b>No.</b>	<b>TRADEMARK</b>	<b>SERIAL NO.</b>	<b>FILING DATE</b>
1	TEXAS CINNAMON ROLL	75/319,224	7-3-97

**SCHEDULE B**  
**MRS. SMITH'S U.S. TRADEMARK REGISTRATIONS**

<b>No.</b>	<b>TRADEMARK</b>	<b>REG. NO.</b>	<b>REG. DATE</b>
1	ABIGAIL SWEET and Design	1,071,914	8-23-77
2	ALMOND NUT TWIRLS	1,323,561	3-5-85
3	AUNT FANNY'S	930,604	3-7-72
4	AUNT FANNY'S and Design	1,927,894	10-17-95
5	AUNTIE'S and Design	1,243,811	6-28-83
6	BAMBY	860,660	11-19-68
7	BAMBY and Design	1,081,953	1-10-78
8	BAMBY and Design	1,566,226	11-14-89
9	BATTER MAGIC	1,226,794	2-8-83
10	BIG HUB	1,196,963	6-1-82
11	BOOPER	1,177,520	11-10-81
12	BROAD STREET BAKERY	1,841,969	6-28-94
13	BROAD STREET BAKERY	1,480,976	3-15-88
14	BROAD STREET BAKERY and Design	1,907,897	6-25-95
15	BUERELLES	1,199,762	6-29-82
16	BUMPERS	1,190,869	2-23-82
17	BUTTER IN EVERY BITE	1,238,635	5-17-83
18	BUTTER UP (Stylized)	1,324,885	3-12-85
19	CADDIES	1,111,040	1-9-79
20	COBBLESTONE FARM	1,145,190	12-30-80
21	COCOANUT TWIRLS	811,425	6-19-86
22	COLD KING	1,166,692	8-25-81
23	COZY KITCHEN	769,252	5-5-64
24	DANISH KITCHENS and Design	1,799,544	10-19-93
25	DESIGN (EUROPEAN CASTLE)	1,071,077	8-9-77
26	DOUGHNUGGETS and Design	1,893,259	5-9-95
27	EASTER EGG	1,928,658	10-17-95
28	EASTER EGG SNACK CAKE and Design	1,890,048	4-18-95
29	EUROPEAN BAKERS, LTD.	1,074,702	10-4-77
30	EUROPEAN BAKERS, LTD. and Design	1,322,411	2-26-85
31	FILL 'EM WITH FUN	1,285,456	7-10-84
32	FLAV-A-TRON DOUGLAS and Design	1,156,533	6-2-81
33	FOOTBALL SNACKS and Design	1,891,804	4-25-95
34	FOUNTAIN INN and Design	1,118,391	5-15-79
35	FROM THE GRAIN STREET BAKERS and Design	1,433,151	3-17-87
36	FROM THE HEART OF THE SWEET POTATO and Design	1,249,177	8-23-83
37	GINGHAM MILL	1,140,490	10-14-80

<b>No.</b>	<b>TRADEMARK</b>	<b>REG. NO.</b>	<b>REG. DATE</b>
38	GOAL! SNACKS	1,913,602	8-22-95
39	GOAL! SNACKS and Design	1,913,605	8-22-95
40	GOLDEN TOP	718,324	7-11-61
41	GRAIN BERRY	1,114,625	3-6-79
42	HOOP SNACKS and Design	1,886,237	3-28-95
43	JELLY NELLY	1,190,868	2-23-82
44	KOBENHAUS	1,138,016	7-22-80
45	KWIK KAKES	1,819,524	2-1-94
46	KWIK-BAKE	1,293,087	9-4-84
47	MASTER SNACK	1,696,336	6-23-92
48	MATTIE MCGREGOR	1,138,015	7-22-80
49	MC MILLIAN'S	1,907,523	7-25-95
50	MOUNTAIN FARM	1,883,776	3-14-95
51	MOUNTAIN FARM and Design	1,883,778	3-14-95
52	MOUNTAIN FARM and Design	1,895,225	5-23-95
53	MOUNTAIN FARM BAKERY and Design	1,389,281	4-8-86
54	MRS. FRESHLEY'S and Design	1,641,435	4-16-91
55	NEW HARVEST	1,351,978	7-30-85
56	NEW TRADITION	1,351,979	7-30-85
57	NUTTY BUMPERS	1,190,870	2-23-82
58	OREGON FARMS	1,034,002	2-17-76
59	OREGON FARMS and Design	1,359,506	9-10-85
60	PECAN BINGO'S	1,179,422	11-24-81
61	PECAN TWIRLS	767,652	3-31-64
62	PIES, INC. and Design	1,784,321	7-27-93
63	POUR-A-QUICHE	1,897,641	6-6-95
64	PREMIUM PAK and Design	1,254,661	10-18-83
65	PRIZE RECIPE	1,374,955	12-10-85
66	REGAL MANOR and Design	1,321,116	2-19-85
67	RUBEL'S DEUTSHES SCHWARZ BROT	787,254	3-23-65
68	SALADS INTERNATIONAL DOUGLAS and Design	1,160,181	7-7-81
69	STARR-SPRINGS	1,828,442	3-29-94
70	STILWELL	2,113,973	11-18-97
71	STILWELL and Design	1,079,974	12-20-77
72	SUNBELT	1,105,726	11-7-78
73	SUNBELT	1,243,003	6-21-83
74	SWEET WISE	2,071,339	6-17-97
75	TABLE PRIDE (Stylized)	1,187,947	1-26-82
76	TABLE PRIDE and Design	1,643,783	5-7-91
77	TABLE PRIDE INC. and Design	1,312,729	1-1-85
78	THE BEST "BREAK" COFFEE EVER HAD	744,266	1-22-63

<b>No.</b>	<b>TRADEMARK</b>	<b>REG. NO.</b>	<b>REG. DATE</b>
79	TESORITOS	1,873,367	1-10-95
80	THRIFTY HOUSE and Design	1,332,457	4-23-85
81	VALENTINE SWEET TREATS and Design	1,886,236	3-28-95
82	VANN'S and Design	1,159,363	1-30-81
83	WHERE CONVENIENCE MEANS QUALITY	1,156,543	6-2-81
84	GOLDEN DELUX	1,140,046	9-30-80
85	MELLO-RICH	817,477	10-25-66
86	MIRACLE BAKE	789,525	5-18-65
87	MRS. SMITH'S	1,276,937	5-8-84
88	MRS. SMITH'S	786,887	3-16-65
89	MRS. SMITH'S and Design	1,276,935	5-8-84
90	MRS. SMITH'S and Design	791,923	6-29-65
91	MRS. SMITH'S and Design	1,696,347	6-23-92
92	OLD FASHIONED	1,461,503	10-13-87
93	PIES IN MINUTES	1,735,065	11-24-92
94	SMARTSTYLE	1,803,860	11-9-93
95	STILWELL	2,184,100	8-25-98
96	THE TASTE THAT TAKES YOU HOME	2,067,831	6-3-97

TRADEMARK ASSIGNMENT


This Trademark Assignment is made and entered into this 30<sup>th</sup> day of July 1998, between **Flowers Bakeries Brands, Inc.**, a South Carolina corporation (as successor by merger of Flowers Bakeries Brands, Inc., a Delaware corporation, formerly known as Flowers Bakeries, Inc.) located at 1925 Flowers Circle, Thomasville, Georgia 31757, ("**Assignor**"), and **Mrs. Smith's Brands, Inc.**, a South Carolina corporation located at 1923 Flowers Circle, Thomasville, Georgia 31757 ("**Assignee**"):

WHEREAS, Assignor has adopted and used in the United States the trademarks reflected in the Schedule attached hereto ("**Marks**") in connection with its business, and is the owner of the Marks, and of the federal registrations or applications for the Marks shown in said Schedule; and

WHEREAS, Assignor has agreed to assign its entire interest in the marks to assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all rights, title and interest in and to the Marks, including all pending applications and registrations, together with the good will of the business symbolized by the Marks, and all causes of action and claims based on past actions or infringement related to the Marks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed by its authorized representative.

By:   
Stephen R. Avera, Esq.  
Vice President