



09-20-1999

U.S. Patent & TMOfr/TM Mail RoptDt #58

09-23-1999

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FORM PTO-1594

REC



U.S. DEPARTMENT OF

(Rev. 1-92)

101152854

COMMERCE

Patent and Trademark Office

09-20-99

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

2. Name and address of receiving party(ies)

The Customer Company

Name: Aunt Sally's Praline Shops, Inc.

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

Internal Address: _____

3. Nature of conveyance:

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

Street Address: 2831 Chartres Street

City: New Orleans State: LA ZIP: 70017

Execution Date: August 19, 1999

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

4. Application number(s) or trademark registration number(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Trademark Application No.(s)

B. Registration No.(s) 1,948,683

Additional numbers attached? Yes No

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

6. Total number of applications and trademark registrations involved: 1

Name: Michael A. Cromwell

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

Internal Address: _____

- Enclosed
- Authorized to be charged to deposit account

Street Address: 2355 Drusilla Lane

8. Deposit account number:

18-2210

City: Baton Rouge State: LA ZIP: 70809

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

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.

Michael A. Cromwell
Name of Person Signing

Signature

9-17-99
Date

Total number of pages including cover sheet, attachments, and document: 2

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TRADEMARK
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09-20-1999

U.S. Patent & TMOtc/TM Mail RcptDt. #58

ASSIGNMENT

For good and valuable consideration,

ASSIGNOR: The Customer Company
 ADDRESS: 4457 Park Road
 Benicia, California 94510

hereby sells, assigns and transfers to

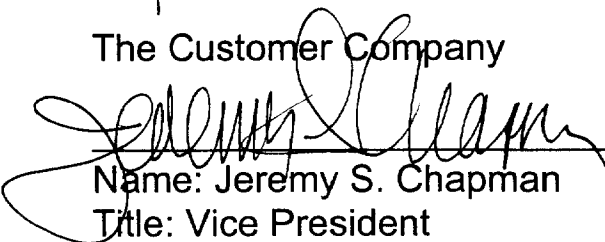
ASSIGNEE: Aunt Sally's Praline Shops, Inc.
 ADDRESS: 2831 Chartres Street
 New Orleans, Louisiana 70117

and the successors, assigns and legal representatives of the ASSIGNEE, all right, title and interest in the United States and its territorial possessions and in all foreign countries in and to the U.S. Trademark Registration No. 1,948,683 for "AUNT SALLY'S" together with the goodwill of the business symbolized by said trademark and registration thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this assignment;

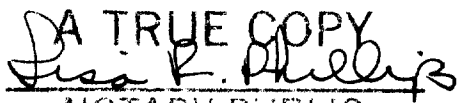
DONE this 19th day of August, 1999.

The Customer Company


 Name: Jeremy S. Chapman
 Title: Vice President

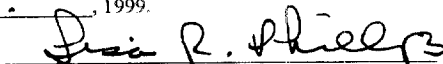
Aunt Sally's Praline Shops, Inc.


 Frederick Herman Rolufs, Jr.
 Vice President

DA TRUE COPY

 NOTARY PUBLIC
 My Commission is for Life.

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 on this 17 day of Sept., 1999.



TRADEMARK