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05-25-2001



SHEET ONLY

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

03-22-2001

101729345

Atty Docket No.

U.S. Patent & TMO/TM Mail Rpt Dt. #57

Division of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): **Flowers Bakeries Brands, Inc.**

3-22-01

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

- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: December 27, 2000

2. Name and address of receiving party(ies)
 Name: **Flowers Bakeries Brands, Inc.**
 Internal Address:
 Street Address: **1105 North Market Street, Suite 1300**
 City: **Wilmington** State: **DE** Zip: **19899**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- 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 I attached to assignment

B. Trademark Registration No.(s)
See Schedule I attached to assignment

Additional numbers attached? Yes No

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

Name: William H. Brewster, Esq.

Internal Address:

Street Address: 1100 Peachtree St., Suite 2800

City: Atlanta State: GA Zip: 30309

6. Total number of applications and registrations involved: **84**

7. Total fee (37 CFR 3.41).....\$ 2,115.00

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge the required fee 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 copy of the original document.

Virginia S. Taylor

Name of Person Signing

Virginia S. Taylor
Signature

March 22, 2001
Date

Total number of pages including cover sheet, attachments, and document: **6**

05/25/2001 JTALLAH...0000001 7528706

NO CH
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Flowers Bakeries Brands, Inc.

	Trademark	Reg. No.	Appln No.
1.	ABIGAIL SWEET		75/334706
2.	ANYTHING ARTIFICIAL IS AGAINST OUR NATURE		75/340166
3.	AUNT HANNAH (and design)	1168599	
4.	AUNT HANNAH'S (and design)	133083	
5.	BAKED BY THE FLOWERS FAMILY	1359473	
6.	BAKER'S TWIST	2068961	
7.	BEEBO	2077469	
8.	BEEBO (and design)	1128394	
9.	BEEBO BEAR HUGS (and design)	1438248	
10.	BEEBO CUB CAKES (and design)	1444329	
11.	BEEBO DOOZIE DIPPERS (and design)	1267326	
12.	BEEBO LITTLE DOOZIES (and design)	1314873	
13.	BETSY ROSS (and design)	1488710	
14.	BETSY ROSS GAY 90'S (and design)	1488709	
15.	BINGLES	1181385	
16.	BISKINS	1776009	
17.	BLUE BIRD	1098271	
18.	BLUEBIRD (and design)	1843098	
19.	BREAD BABIES		75/355115
20.	BREAD BABIES (stylized)		75/390814
21.	BREADS INTERNATIONAL	2035151	
22.	BREADS INTERNATIONAL (and design)	1568691	
23.	BREADS INTERNATIONAL (and design)	1026478	
24.	BREAKFAST CROWNS	1888715	
25.	COBBLESTONE MILL	1991258	
26.	COBBLESTONE MILL (and design)	1836321	
27.	COBBLESTONE MILL (and design)	1326230	
28.	COBBLESTONE MILL BREAKFAST BREADS	2044677	
29.	COTTONTAILS	1824538	
30.	COTTONTAILS (and design)	1824539	
31.	CREMEY BUMPERS	1828426	
32.	CREMEY BUMPERS	1190871	
33.	EVANGELINE MAID (and design)	394083	
34.	FAMILY VALUE	1857338	
35.	FLOWERS (and design)	1120659	

Flowers Bakeries Brands, Inc.

	Trademark	Reg. No.	Appln No.
36.	FLOWERS BAKED BY THE FLOWERS FAMILY SINCE 1919 (and design)	2087381	
37.	FLOWERS SPECIAL HARVEST EXTRA SPECIAL GOODNESS (and design)	1535612	
38.	FLOWERS TENDERMIX (and design)	1236614	
39.	GAY 90'S (stylized)	1270138	
40.	HARVEST GRAINS (and design)	1566203	
41.	HEALTHY FAMILY WHITE BREAD	2121188	
42.	HOMETOWN	1111883	
43.	IDEAL (and design)	1046949	
44.	JACK-O-LANTERNS (and design)	1898253	
45.	JUBILEE	1817041	
46.	JUBILEE (and design)	1819127	
47.	JUBILEE (stylized)	1470847	
48.	JUBILEE FLOWERS FAMILY RECIPE BREAKFAST CROWNS (and design)		75/216752
49.	KETTERING'S COUNTRY STYLE (and design)	2131872	
50.	KID POWER	1697874	
51.	KID POWER - HEALTHY BREAD FIT FOR KIDS	1691823	
52.	KIDS SNACK PACK (and design)	1892280	
53.	MEAD'S FINE	507326	
54.	MERRILY PLANTATION DELUXE FRUIT CAKE (and design)	1100915	
55.	MONEY SAVER	1068647	
56.	NATURE'S OWN	1707062	
57.	NATURE'S OWN (and design)	1563619	
58.	NATURE'S OWN (stylized)	1121956	
59.	NEW YORK APPLE CINNAMON ROLL		75/358471
60.	PLANTATION MANOR (and design)	1346520	
61.	PURITY MAID	1245936	""
62.	REAL GRAIN	1184271	""
63.	RICH GRAIN	1193446	205399
64.	SALLY SLICE	""	75/355114
65.	SALLY SLICE (stylized)	""	75/390815
66.	SOF-MIX	""	75/527818

Flowers Bakeries Brands, Inc.

	Trademark	Reg. No.	Appln No.
67.	SOF-MIX	1748726	74/260538
68.	SOUTHERN (and design)	1321001	73/467019
69.	SOUTHERN (and design)	741380	128860
70.	SPARTAN (and design)	1072822	""
71.	SPECIAL HARVEST	1351977	73/515213
72.	STORCK DESIGN	289742	315808
73.	STORCK'S	566001	615582
74.	TABLE LOAVES	2046567	74/698291
75.	TAKING THE TIME TO BAKE THE BEST	2090487	75/016305
76.	TASTES LIKE A BISCUIT, KIN TO MUFFIN	1803865	74/267821
77.	TENDER MIX	1088857	138655
78.	TENDER MIX	""	75/623373
79.	TENDERMIX (and design)	1113280	173662
80.	TIGER BREAD (and design)	1395077	73/561973
81.	TIGER GRAB A TIGER BY THE TAIL (and design)	1395078	73/561974
82.	WHITEWHEAT	1716182	74/190549
83.	WHITEWHEAT (and design)	1747869	74/133139
84.	WHITEWHEAT (and design)	1736856	74/190874

**ASSIGNMENT OF
TRADEMARKS AND TRADE NAMES**

WHEREAS, FLOWERS BAKERIES BRANDS, INC. ("Assignor"), a South Carolina corporation having as its principal place of business Wilmington, Delaware, is the owner of certain United States and foreign trademarks, trade names, service marks, trademark and service mark registrations, and trademark and service mark applications described on the attached Schedule I (the "Trademarks and Trade Names") and license agreements for said Trademarks and Trade Names described on the attached Schedule II (the "Licenses"),

AND WHEREAS, FLOWERS BAKERIES BRANDS, INC. ("Assignee"), a Delaware corporation having as its principal place of business Wilmington, Delaware, desires to acquire the entire right, title, and interest in and to the Trademarks and Trade Names and Licenses,

NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee the entire right, title, and interest in and to the Trademarks and Trade Names and Licenses, the right to sue and recover for past, present and future infringement of the Trademarks and Trade Names, all goodwill associated with the Trademarks and Trade Names, and the business of Assignor to which the Trademarks and Trade Names pertain.

Dated: December 27, 2000

FLOWERS BAKERIES BRANDS, INC. (ASSIGNOR)

By: [Signature]

Title: Treasurer

FLOWERS BAKERIES BRANDS, INC. (ASSIGNEE)

By: [Signature]

Title: Vice President & Secretary

Flowers Bakeries Brands, Inc.

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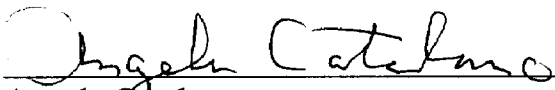
EXPRESS MAIL #: EL683031509

DATE OF DEPOSIT: March 22, 2001

DOCUMENT : Recordation of Assignment to Flower Bakeries Brands, Inc.

CERTIFICATE OF EXPRESS MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner of Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202.

BY: 
Angela Catalano