

02-22-2002



Tab settings ⇌ ⇌ ⇌ ▼

101989541

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

1. Name of conveying party(ies):  
Entenmann's, Inc.

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State  
☐ Other \_\_\_\_\_

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

3. Nature of conveyance:

- ☐ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☒ Other Corrective assignment of name of Assignee at Reel  
002143, Frame 0796

Execution Date: January 1, 2000

2. Name and address of receiving party(ies)

Name: Entenmann's Products, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 480 South Vail Avenue

City: Montebello State: California Zip: 90640

- ☐ 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  
(Designations must be a separate document from assignment  
Additional name(s) & address(es) attached? ☐ Yes ☒ No

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

A. Trademark Application No.(s)

75672601

B. Trademark Registration No.(s)

FEB - 4 2002

Additional number(s) attached ☒ Yes ☐ No

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

Name: Jason K. Schmitz

Internal Address: Mayer Brown Rowe & Maw

190 South LaSalle Street

Chicago IL 60603

Street Address: 190 South LaSalle Street

City: Chicago State: IL Zip: 60603

6. Total number of applications and  
registrations involved: \_\_\_\_\_

49

7. Total fee (37 CFR 3.41).....\$ 1,240.00

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

(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.

Jason K. Schmitz

Name of Person Signing

Signature

2-4-02

Date

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

02/22/2002 6TON11 00000011 75672601

Mail documents to be recorded with required cover sheet information to  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

01 FC:481 40.00 DP  
02 FC:482 1200.00 DP

TRADEMARK  
REEL: 002443 FRAME: 0070

Country	Mark	Status	Owner	Serial
United States	ENTENMANN'S LITTLE BITES (WORDS)	Filed	ENTENMANN'S, INC.	75/672601
United States	MASTER'S BEST AND DESIGN	Filed	ENTENMANN'S, INC.	75/085431
United States	GOODSNACK (WORD)	Filed	ENTENMANN'S, INC.	75/180937
United States	BEAN BAG SWEETIES (WORDS)	Filed	ENTENMANN'S, INC.	75/442453

Country	Mark	Status	Reg. Office	Reg. #	Reg. Dt.
United States	OROWEAT & WHEAT DESIGN	Registered	ENTENMANN'S, INC.	768466	04/21/1984
United States	OROWEAT (WORD)	Registered	ENTENMANN'S, INC.	1115759	03/27/1999
United States	OROWEAT AND DESIGN	Registered	ENTENMANN'S, INC.	1251280	09/13/1983
United States	POPEMS (STYLIZED)	Registered	ENTENMANN'S, INC.	1196372	05/25/1982
United States	SAHARA	Registered	ENTENMANN'S, INC.	853756	07/30/1988
United States	STAR DELI (WORDS)	Registered	ENTENMANN'S, INC.	1566219	11/14/1989
United States	STAR KOSKER DELI AND DESIGN	Registered	ENTENMANN'S, INC.	1187934	01/26/1982
United States	THOMAS'	Registered	ENTENMANN'S, INC.	215997	08/03/1986
United States	THOMAS'	Registered	ENTENMANN'S, INC.	827258	
United States	THOMAS' (PACKAGE DESIGN)	Registered	ENTENMANN'S, INC.	1249968	08/30/1983
United States	TIMBERLINE	Registered	ENTENMANN'S, INC.	1789568	08/24/1993
United States	TOAST-R-CAKES	Registered	ENTENMANN'S, INC.	684234	08/25/1999
United States	TOAST-R-CAKES	Registered	ENTENMANN'S, INC.	762418	12/31/1983
United States	WHEAT DESIGN	Registered	ENTENMANN'S, INC.	932957	04/25/1992
United States	WHOLEGRAIN BREADS NO PRESERVATIVES ADDED *	Registered	ENTENMANN'S, INC.	1369328	11/05/1985

Country	Mark	Status	Reg. Owner	Reg. #	Reg. Dt.
United States	AUSTRALIAN TOASTER	Registered	ENTENMANN'S, INC.	1697839	06/30/1992
United States	BOBOLI (WORD)	Registered	ENTENMANN'S, INC.	1864843	11/29/1994
United States	BOBOLI (WORD)	Registered	ENTENMANN'S, INC.	1326238	03/19/1985
United States	BRAN'NOLA	Registered	ENTENMANN'S, INC.	1061793	03/22/1997
United States	BURNY BAKERS	Registered	ENTENMANN'S, INC.	1708505	08/18/1992
United States	BURNY BAKERS & DESIGN	Registered	ENTENMANN'S, INC.	1773792	05/25/1993
United States	COACH & FOUR (DEVICE)	Registered	ENTENMANN'S, INC.	827257	04/11/1987
United States	COACH & FOUR (DEVICE)	Registered	ENTENMANN'S, INC.	565109	10/07/1992
United States	EBINGER'S	Registered	ENTENMANN'S, INC.	1275625	04/24/1984
United States	EBINGER'S (SCRIPT DESIGN)	Registered	ENTENMANN'S, INC.	1741537	12/22/1992
United States	ENTENMANN'S (SCRIPT )	Registered	ENTENMANN'S, INC.	976025	01/01/1994
United States	ENTENMANN'S (WORD)	Registered	ENTENMANN'S, INC.	1152585	04/28/1981
United States	ENTENMANN'S QUALITY FRESH BAKED GOODS SINCE 1898 & DES	Registered	ENTENMANN'S, INC.	2002400	09/24/1996
United States	ENTENMANN'S QUALITY SINCE 1898 FAT FREE & CHOLESTROL FREE	Registered	ENTENMANN'S, INC.	1696311	06/23/1992
United States	ENTENMANN'S THRIFT "E" & DES.	Registered	ENTENMANN'S, INC.	1767779	04/27/1999
United States	FRANCISCO	Registered	ENTENMANN'S, INC.	859032	10/22/1988
United States	FRANCISCO	Registered	ENTENMANN'S, INC.	963759	07/10/1973
United States	FRESH DONUT SPOT	Registered	ENTENMANN'S, INC.	1370415	11/12/1985
United States	GOLDEN FAMILY	Registered	ENTENMANN'S, INC.	1928624	10/17/1995
United States	HEARTHSTONE	Registered	ENTENMANN'S, INC.	837255	10/17/1987
United States	HORSE AND COACH (DEVICE)	Registered	ENTENMANN'S, INC.	1650275	07/09/1991
United States	INN & COACH & FOUR (DEVICE)	Registered	ENTENMANN'S, INC.	834081	08/22/1987
United States	INN, BLOCK, COACH & FOUR (DESIGN)	Registered	ENTENMANN'S, INC.	336401	07/07/1996
United States	KOALA BEAR (DESIGN)	Registered	ENTENMANN'S, INC.	1716183	09/15/1992
United States	MISCELLANEOUS DESIGN (STYLIZED FLOWER DESIGN)	Registered	ENTENMANN'S, INC.	1322429	02/26/1985
United States	NORTHRIDGE BREADS	Registered	ENTENMANN'S, INC.	762830	01/07/1984
United States	OATNUT	Registered	ENTENMANN'S, INC.	1768797	05/04/1993
United States	OLD COUNTRY	Registered	ENTENMANN'S, INC.	1747313	01/19/1993
United States	OLD COUNTRY & DESIGN	Registered	ENTENMANN'S, INC.	1751456	02/09/1993
United States	OROWEAT & DESIGN	Registered	ENTENMANN'S, INC.	1585973	03/06/1990

10-04-2000



101479497

9.3.00

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type**

- ☒ **New**
- ☐ **Resubmission (Non-Recordation)**  
Document ID #
- ☐ **Correction of PTO Error**  
Reel #  Frame #
- ☐ **Corrective Document**  
Reel #  Frame #

**Conveyance Type**

- ☒ **Assignment** ☐ **License**
- ☐ **Security Agreement** ☐ **Nunc Pro Tunc Assignment**
- ☐ **Merger**
- ☐ **Change of Name**
- ☐ **Other**
- Effective Date**  
Month Day Year  
 01 01 2000

**Conveying Party**

☐ Mark if additional names of conveying parties attached

**Name**  **Execution Date**  
Month Day Year  
01 01 2000

**Formerly**

- ☐ **Individual** ☐ **General Partnership** ☐ **Limited Partnership** ☒ **Corporation** ☐ **Association**
- ☐ **Other**
- ☒ **Citizenship/State of Incorporation/Organization**

**Receiving Party**

☐ Mark if additional names of receiving parties attached

**Name**

**DBA/AKA/TA**

**Composed of**

**Address (line 1)**

**Address (line 2)**

**Address (line 3)**     
City State/Country Zip Code

☐ **Individual** ☐ **General Partnership** ☐ **Limited Partnership** ☒ **Corporation** ☐ **Association**

☐ **Other**

☒ **Citizenship/State of Incorporation/Organization**

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

**FOR OFFICE USE ONLY**

10/04/2000 MTHM11 00000041 033275 75672601

01 FC:481 40.00 CH  
02 FC:482 1200.00 CH

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20503

**REEL: 002443 FRAME: 0074**

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

☒ Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

<input type="text" value="75672601"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed ☐

Deposit Account ☒

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

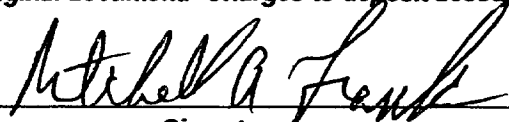
Yes ☒

No ☐

**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. Charges to deposit account are authorized, as indicated herein.

MITCHELL A. FRANK



JULY 31, 2000

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

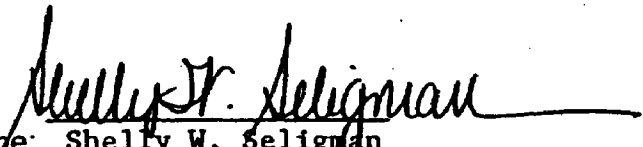
WHEREAS, ENTENMANN'S, INC., a Delaware corporation, having its principal place of business at 55 Paradise Lane, Bay Shore, New York 11706 is the owner of the trademarks shown on the attached Schedule (hereinafter "the Trademarks"), which are registered or are the subject of pending applications in the United States Patent and Trademark Office as set forth on said Schedule; and

WHEREAS, ENTENMANN'S PRODUCTS, INC., a Delaware corporation having its principal place of business at 480 S. Vail Avenue, Montebello, California 90640 is desirous of acquiring the Trademarks together with the goodwill symbolized thereby and the registrations and pending applications for registration thereof.

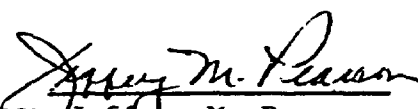
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ENTENMANN'S, INC. hereby assigns to ENTENMANN'S PRODUCTS, INC. all right, title and interest in and to the aforementioned Trademarks, together with the goodwill symbolized by said Trademarks and the registrations and pending applications for registration thereof.

Signed as of the 1st day of January, 2000.

ENTENMANN'S, INC.

By:   
Name: Shelly W. Seligman  
Title: Secretary

ENTENMANN'S PRODUCTS, INC.

By:   
Name: Jeffrey M. Pearson  
Title: Vice President