

05-10-2002

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



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OFFICE OF PUBLIC RECORDS
2002 APR 29 PM 12:52
FINANCE SECTION

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 PRODUCTS, INC.

H-29-02

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

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

3. Nature of conveyance:

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

Execution Date: March 4, 2002

2. Name and address of receiving party(ies):

Name: BIMBO BAKERIES USA, INC.

Internal Address: _____

Street Address: 515 Jones Street, Suite 200

City: Fort Worth State Texas ZIP: 76102

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State of Delaware
- Other _____

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

(Designation 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).

B. Trademark registration No(s).

<u>1,697,839</u>	<u>1,585,973</u>
1,061,793	<u>1,251,280</u>
<u>859,032</u>	<u>1,115,759</u>
<u>963,759</u>	<u>768,466</u>
<u>837,255</u>	<u>1,187,934</u>
<u>762,830</u>	<u>1,566,219</u>
<u>1,747,313</u>	<u>1,789,568</u>
<u>1,751,456</u>	

Additional numbers attached? Yes No

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

Name: Russell N. Rippamonti
Jenkins & Gilchrist, a Professional Corporation

Internal Address: _____

Street Address: 1445 Ross Avenue, Suite 3200

City: Dallas State: Texas Zip: 75202-2799

6. Total number of applications and registrations involved: 15

7. Total fee (37 CFR 3.41): \$ 390.00

- Enclosed
- Authorized to be charged to deposit account.

(If check is not received with this correspondence or additional fees are required, please charge to deposit account 10-0447.)

8. Deposit Account number: _____

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

05/09/2002 TBIAZ1 00000135 1697839

DO NOT USE THIS SPACE

01 FC:481 40.00 OP
02 FC:482 350.00 OP

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.

Russell N. Rippamonti
Name of Person Signing

Russell N. Rippamonti
Signature

4/17/02
Date

Total number of pages comprising cover sheet: 6

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is between Entenmann's Products, Inc., a Delaware corporation (the "Assignor") and Bimbo Bakeries USA, Inc., a Delaware corporation (the "Assignee").

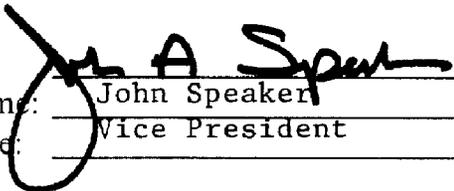
WHEREAS, Assignor is the owner of all right, title, and interest in the trademarks, service marks and trade names listed on the attached Exhibit A (collectively, the "Trademarks") which Exhibit A is incorporated by reference into this Agreement; and

WHEREAS, Assignor desires to assign all right, title and interest in the Trademarks to Assignee and Assignee desires to acquire all of Assignor's right, title and interest in, to and under the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer, set over and convey to Assignee, its successors, legal representatives and assigns, all of Assignor's right, title and interest in and to the Trademarks together with the goodwill of the business associated with and symbolized by said Trademarks and registrations thereof (including, without limitation, all proceeds thereof, the rights to apply for registrations for the Trademarks in all countries except Canada and the rights to sue for past, present and future infringements), the same to be held and enjoyed by Assignee, for its own use and on behalf of its successors, legal representatives and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

In witness of this assignment, authorized representatives of Assignor and Assignee have executed this Assignment as of this 4th day of March, 2002.

ENTENMANN'S PRODUCTS, INC.

By: 
Name: John Speaker
Title: Vice President

By: _____
Name: _____
Title: _____

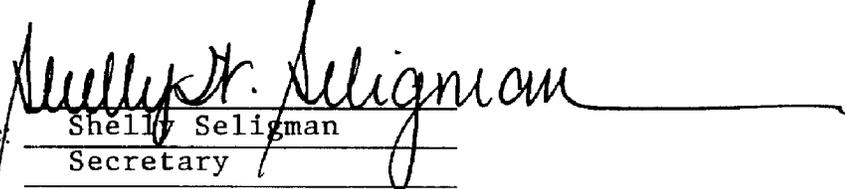
BIMBO BAKERIES USA, INC.

By: _____
Name: _____
Title: _____

In witness of this assignment, authorized representatives of Assignor and Assignee have executed this Assignment as of this 4th day of March, 2002.

ENTENMANN'S PRODUCTS, INC.

By: _____
Name: _____
Title: _____

By: 
Name: Shelly Seligman
Title: Secretary

BIMBO BAKERIES USA, INC.

By: _____
Name: _____
Title: _____

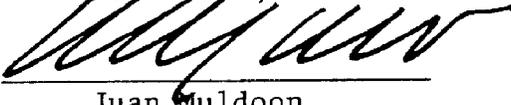
In witness of this assignment, authorized representatives of Assignor and Assignee have executed this Assignment as of this 4th day of March, 2002.

ENTENMANN'S PRODUCTS, INC.

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

BIMBO BAKERIES USA, INC.

By: 
Name: Juan Muldoon
Title: President