

08-08-2002

FORM PTO-1594

ET Docket No.: 93,490-A



102182288

To The Honorable Commissioner of Patents and Trademarks Original documents or copy thereof.

1. Name of conveying party(ies):
Essential Foods, Inc.

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

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

*MRP
8-5-02*

2. Name and address of receiving party(ies):
THE
Name: Essential Baking Company
Internal Address: _____
Street Address: 1604 North 34th Street
City: Seattle State: WA ZIP: 98103

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

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: _____

4. Application number(s) or 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. Trademark Registration No.(s) _____

Additional numbers attached? Yes No

2,068,068

RECEIVED SECTION 1:12

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

Name: Thomas A. Fairhall
Internal Address: McDonnell Boehnen Hulbert & Berghoff
Street Address: 300 South Wacker Drive, Suite 3200
City: Chicago State: IL ZIP: 60606

6. Total number of applications and registrations involved:
One

7. Total Fee (37 CFR 3.41)\$40.00
 Enclosed - any excess or insufficiency should be credited or debited to the deposit account. A duplicate copy of this sheet is enclosed for this purpose.
 Authorized to be charged to deposit account

8. Deposit account number: 13-2490

08/08/2002 DBYRNE 00000022 2068068 40.00

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.

Thomas A. Fairhall *Thomas A. Fairhall* July 24, 2002
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 3

TRADEMARK REEL: 002557 FRAME: 0712

ASSIGNMENT

Case No. 93,490 – A

WHEREAS, Essential Foods, Inc., a corporation organized under the laws of the State of Illinois, located at 454 N. 34th Street, Seattle WA 98103, is the owner of certain intellectual property rights which include without limitation any and all trademarks (including all goodwill associated therewith), trade names and other rights to relief for known or unknown past infringement, and all original records or other materials relating to the name THE ESSENTIAL BAKING COMPANY, including but not limited to, the mark registered as U.S. Trademark Registration No. 2,068,068 and all materials in the possession of Essential Foods, Inc.'s attorneys, agents, contractors or other third parties related thereto (hereinafter collectively referred to as the "Intellectual Property Rights");

WHEREAS, The Essential Baking Company, a corporation organized under the laws of the State of Washington, located at 1604 N. 34th Street, Seattle Washington, 98103 (hereinafter referred to as "ASSIGNEE"), desires to acquire the Intellectual Property Rights;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Essential Foods, Inc. has sold, assigned, and transferred, to ASSIGNEE, its successors, legal representatives and assigns, Essential Foods, Inc.'s entire right, title and interest in the Intellectual Property Rights, including all good will associated with the THE ESSENTIAL BAKING COMPANY trademark, for its own use and the use of its successors, legal representatives, and assigns forever and to the full end of the term or terms for which the Intellectual Property Rights are or may be granted, as fully and entirely as the same


would have been held and enjoyed by Essential Foods, Inc., had this Assignment not been made;

AND for the same consideration, Essential Foods, Inc. will, upon request of ASSIGNEE, execute and deliver all papers and do such other legal acts as may be necessary to obtain and maintain proprietary rights in any and all countries and to vest title thereto in ASSIGNEE.

The effective date of this Assignment is July 20, 2002.

Signed at Seattle, King County, the state of Washington

On this July day of 18, 2002.

By: 
Jeff Fairhall
President, Essential Foods, Inc.