

FORM PTO-1594 (Rev. 8-93)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

Atty Docket No. F1002.273590

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

1. Name of conveying party(ies):

Mrs. Smith's Bakeries, Inc.

- Individuals(s)
- General Partnership
- Corporation-State - Georgia
- 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 31, 2002

2. Name and address of receiving party(ies)
Name: **Mrs. Smith's Brands, Inc.**

Internal Address: **2855 Rolling Pin Lane**

Street Address:

City: **Suwanee** State: **GA** Zip: **30024**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State South Carolina
- 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)

B. Trademark Registration No.(s)

| | | |
|------------------|------------------|------------------|
| 2,111,642 | 2,198,664 | 2,043,301 |
| 2,052,338 | 2,054,600 | |

Additional numbers attached? Yes No

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

Name: **William H. Brewster**

Internal Address: **Kilpatrick & Stockton LLP**

Suite 2800

Street Address: **1100 Peachtree Street**

City: **Atlanta** State: **GA** Zip: **30309**

6. Total number of applications and registrations involved: **15**

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

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment 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 true copy of the original document.

Lise Shettler
Name of Person Signing

Lise Shettler
Signature

January 6, 2003
Date

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

3

TRADEMARK ASSIGNMENT

This assignment is made the 31 day of December 2002, by and between Mrs. Smith's Bakeries, Inc. a corporation organized under the laws of the State of Georgia (the "Assignor") and Mrs. Smith's Brands, Inc., a company organized under the laws of the State of South Carolina (the "Assignee").

WHEREAS, Assignor is the owner of the trademarks and of the registrations thereof shown in Schedule A hereto (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the goodwill associated therewith.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interest in and to the Trademarks and the registrations thereof together with the goodwill of the business which is symbolized by the Trademarks and with the right to recover damages and profits and all other remedies for past infringements thereof.

ASSIGNOR:

MRS. SMITH'S BAKERIES, INC.

By: 

Name: Stephen R. Averca

Title: Secretary & General Counsel

SCHEDULE A
TO
TRADEMARK ASSIGNMENT

TRADEMARKS

REGISTRATION OR
APPLICATION #

US TRADEMARK REGISTRATIONS

| | |
|-------------------------------------|-----------|
| TOP OF THE TREE BAKING COMPANY | 2,111,642 |
| EAT MO' PIE | 2,198,664 |
| MADE MY GREAT GRANDMA'S WAY | 2,052,338 |
| GORDON'S TOP OF THE TREE APPLE PIES | 2,054,600 |
| TOP OF THE TREE GORDON'S APPLE PIES | 2,043,301 |

UNREGISTERED TRADEMARKS

Oooo-La-La!

CHARACTERS AND PERSONAS

The Pieguy

Gordon the 6-Foot 9-Inch Pieguy

Gordon the Pieguy

Gordon the Pieman