

FORM PTO-1594
(Rev. 6-93)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

Atty Docket No. FI002.070027

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

1. Name of conveying party(ies):
Paul Manske and Linda Manske

- Individuals(s) Association
- General Partnership Limited Partnership
- Corporation
- Other

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

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: Delaware 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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: September 24, 2003

4. Application numbers(s) or patent numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
1,827,611

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 St.

City: Atlanta State: GA Zip: 30309

6. Total number of applications and registrations involved: **1**

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

October 1, 2003
Date

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

CH \$40.00 110860 1827611

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE ASSIGNMENT DIVISION

Registration No.: 1,827,611
Mark: MI CASA
Assignors: Paul and Linda Manske
Assignee: Flowers Bakeries Brands, Inc.

ASSIGNMENT

WHEREAS, through an assignment from R & P Welsch, Inc. recorded at Reel 002127, Frame No. 0200, Paul and Linda Manske, Iowa residents with a mailing address of 16395 50th Street, Olewine, Iowa 50662 ("Assignors") are the owners of the MI CASA trademark for use in connection with salsa mix (the "Mark") and of U.S. Registration No. 1,827,611 covering the mark (the "Registration"); and

WHEREAS, Flowers Bakeries Brands, Inc., a Delaware corporation with a mailing address of 1105 North Market Street, Suite 1300, Wilmington, Delaware 19899 ("Assignee"), wishes to purchase the Mark and the Registration, together with the goodwill symbolized by the Mark and the Registration;

NOW, THEREFORE, in exchange for \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignors assign to Assignee all rights,

title, and interest in and to the Mark and to the Registration, together with the goodwill symbolized by the Mark and the Registration.

Flowers Bakeries Brands, Inc.

Paul and Linda Manske

By: Janice Anderson
Name: Janice Anderson
Title: Director of Marketing
Date: September 23, 2003

By: Paul E. Manske
Name: Paul Manske
Date: 9-24-03

By: Linda Manske
Name: Linda Manske
Date: 9-24-03