

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Flowers Frozen Desserts Brands, Inc.	Mrs. Smith's Brands, Inc.	08/28/2003	CORPORATION: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	Flowers Specialty Brands, Inc.		
Street Address:	1919 Flowers Circle		
City:	Thomasville		
State/Country:	GEORGIA		
Postal Code:	31757		
Entity Type:	CORPORATION: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2782641	MRS. FRESHLEY'S FUN BAKERY PRODUCTS	
Serial Number:	76286942	PAPA LOUIE'S	
CORRESPONDENCE DATA			
Fax Number:	(404)815-6555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-815-6500		
Email:	tadmin@kilpatrickstockton.com		
Correspondent Name:	William H. Brewster		
Address Line 1:	1100 Peachtree Street		
Address Line 2:	Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	FI002.070027		
NAME OF SUBMITTER:	Lise Shettler		
Total Attachments: 0			

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