

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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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
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NAME OF SUBMITTER:	Lise Shettler
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Total Attachments: 0

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