

FORM PTO-1594  
(Rev. 6-93)

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

RECORDATION FORM COVER SHEET  
**TRADEMARKS ONLY**U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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):  
Flowers Specialty Brands, Inc.

- ☐ Individuals(s)      ☐ Association  
☐ General Partnership      ☐ Limited Partnership  
☒ Corporation State of South Carolina  
☐ Other

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

3. Nature of conveyance:

- ☒ Assignment      ☐ Merger  
☐ Security Agreement      ☐ Change of Name  
☐ Other

Execution Date: 12<sup>th</sup> day of February, 20042. 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 ☐ NoAdditional 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)

1,312,729

1,187,947

Additional numbers attached? ☐ Yes ☒ No

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

Name: William H. BrewsterInternal Address: Kilpatrick Stockton LLPSuite 2800Street Address: 1100 Peachtree St.City: Atlanta State: GA Zip: 303096. Total number of applications and registrations involved: 27. Total fee (37 CFR 3.41).....\$ 65.00☐ 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

Signature

Date

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

3

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TRADEMARK  
REEL: 002795 FRAME: 0096

CH \$65.00 110860 1312729

TRADEMARK ASSIGNMENT

This assignment is made effective as of the 2<sup>th</sup> day of February 2004, by and between Flowers Specialty Brands, Inc. a company organized under the laws of the State of South Carolina (the "Assignor") and Flowers Bakeries Brands, Inc., a corporation organized under the laws of the State of Delaware (the "Assignee").

WHEREAS, Assignor is the owner 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:

FLOWERS SPECIALTY BRANDS, INC.

By:



Stephanie B. Tillman  
Assistant Secretary

SCHEDULE A  
TO  
TRADEMARK ASSIGNMENT  
Schedule of Trademarks

Trademark	Reg. No.
TABLE PRIDE (and Design)	1,312,729
TABLE PRIDE (Stylized)	1,187,947

**KILPATRICK  
STOCKTON LLP**

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February 13, 2004

direct dial 404 815 6543  
lshettler@KilpatrickStockton.com**FAX**

RECIPIENT/ PHONE NO.	FAX NO.	COMPANY/ CITY, STATE, COUNTRY
Assignment Division U.S. Patent and Trademark Office	703-306-5995	Assistant Commissioner for Trademarks

Lise Shettler, Paralegal

FROM

4

PAGES (WITH COVER)

8296

REFERENCE NO

FI001.070025

CLIENT/MATTER NO.

**PLEASE CALL 404 815 6497 IF YOU HAVE DIFFICULTY WITH THIS TRANSMISSION.****CONFIDENTIALITY NOTE:**

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ATLANTA AUGUSTA BRUSSELS CHARLOTTE LONDON MIAMI RALEIGH RESTON STOCKHOLM WASHINGTON WINSTON-SALEM  
**RECORDED: 02/13/2004****TRADEMARK**  
**REEL: 002795 FRAME: 0099**