

8-11-03



To the Honorable Commissioner of Patents and Trademarks. Please record:

1. Name of conveying party(ies):

The Jel Sert Company

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Illinois
- Other

Additional name(s) of conveying parties(ies) attached: Yes No

3. Nature of Conveyance:

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

Execution Date: July 18, 2003

102525732

Name: Clabber Girl Corporation

Internal Address: _____

Street Address: 900 Wabash Avenue

City: Terre Haute State: Indiana Zip: 47807

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Indiana
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No

(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s):

0,304,098; 0,297,821; 0,280,290; 0,701,453; 0,333,295 and 0,125,984

Additional numbers attached? Yes No

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

Name: Rachel L. St. Peter

Internal Address: ICE MILLER

Street Address: One American Square, Box 82001

City: Indianapolis State: Indiana ZIP: 46282

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41): \$ 165.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 09-0007

(Attach duplicate copy of this page if paying by deposit account)

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.

Rachel L. St. Peter

Name of Person Signing

Rachel St. Peter

Signature

8/6/03

Date

08/14/2003 DBYRNE 00000138 0304098

01 FC-A521 40.00 OP
02 FC-A522 No. 0651-0011 (exp 4/94) 125.00 OP

Total number of pages including cover sheet: 4

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Mail Stop Assignment Recordation Services
Director of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231 and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503

1211516

ASSIGNMENT OF TRADEMARKS

WHEREAS, The Jel Sert Company, an Illinois corporation, having an address of Highway 59 and Conde Street, P.O. Box 261, West Chicago, Illinois 60186 (hereinafter "*Assignor*"), is the owner of all right, title and interest in and to the trademarks registered with the United States Patent and Trademark Office set forth in Exhibit A hereto (hereinafter, the "*Trademarks*"); and

WHEREAS, Clabber Girl Corporation, an Indiana corporation (hereinafter "*Assignee*"), having an address of 900 Wabash Avenue, Terre Haute, Indiana 47807, is desirous of acquiring the Trademarks, as well as all other common law rights, world-wide rights and other applications and registrations for the Trademarks owned by Assignor,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business associated with or symbolized by said Trademarks, and any and all common law rights, world-wide rights and other applications or registrations for such Trademarks owned by Assignor, and including the right to sue and collect damages for any past infringements of the Trademarks. Assignor shall also fully cooperate with Assignee in recording the assignment of the Trademarks to Assignee, including promptly executing any and all documents necessary to record and fully effectuate this assignment.

THE JEL SERT COMPANY

By: _____

~~Kenneth E. Wegner, President~~

Gay A. Ricko, CEO

Date: July 18, 2003

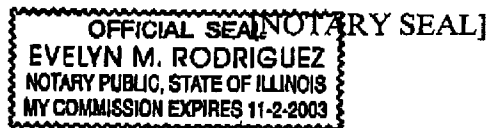
STATE OF ILLINOIS)
) SS:
 COUNTY OF COOK)

Subscribed and sworn to before me, a Notary Public, in and for said County and State, this 18th day of July, 2003.

Evelyn M. Rodriguez
 Signature of Notary Public

Evelyn M. Rodriguez

Printed _____ Notary Public



Notary's County of Residence:
Cook

Notary's Commission Expires:
November 2, 2003

EXHIBIT A

<u>Trademark</u>	<u>Goods</u>	USPTO <u>Registration No.</u>	<u>Registration Date</u>
Davis	Baking Powder (and Baking Soda)	0304098	June 20, 1933
Davis Baking Powder OK (and design)	Baking Powder	0297821	October 4, 1932
Fleischmann's	Baking Powder	0280290	February 10, 1931
Fleischmann's symbol (design only)	Baking Powder	0701453	July 19, 1960
Fleischmann's Design label	Baking Powder	0333295	March 17, 1936
OK	Baking Powder	0125984	July 22, 1919