

FORM PTO 1594  
(Rev. 6-93)

RECORDATION COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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

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

1. Name of conveying party(ies):  
Mrs. Smith's Brands, Inc.

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

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: The Schwan Food Company  
Street Address: 115 West College Drive  
City: Marshall State: MN ZIP: 56258

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

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from Assignment)  
 Additional name(s) & address(es) attached  Yes  No

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other Correction of Ser. No. 76/553,538 erroneously recorded at Reel/Frame 2797/34  
 Execution Date: March 3, 2004

4. Application number(s) or patent number(s):  
Trademark Application No.(s) 75/553,538

Additional numbers attached?  Yes  No

Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Michael J. Kroll  
Internal Address: Dorsey & Whitney LLP  
  
Street Address: Suite 1500, 50 South Sixth Street  
  
City: Minneapolis State: MN ZIP: 55402-1498

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

8. Deposit account number:  
04-1420  
 (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.

Michael J. Kroll                      [Signature]                      March 4, 2004  
 Name of person Signing                      Signature                      Date

Total number of pages comprising cover sheet: 1

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

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 Director of the United States Patent and Trademark Office  
 PO Box 1450  
 Alexandria, Virginia 22313-1450

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TRADEMARK

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FORM PTO 1594 (Rev. 6-93)

RECC 1

08-08-2003

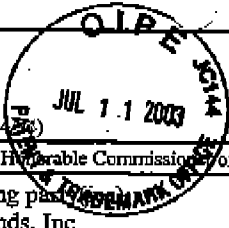
U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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



102519729

To the Honorable Commissioner of Patents and Trademarks, U.S. Department of Commerce, Washington, D.C. 20503, and to the appropriate Patent and Trademark Office, for recording and filing documents or copy thereof.



1. Name of conveying party: Mrs. Smith's Brands, Inc. **7-11-03**

Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State of S. Carolina  
 Other

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
 Name: The Schwan Food Company  
 Street Address: 115 West College Drive  
 City: Marshall State: MN ZIP: 56258

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

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from Assignment)  
 Additional name(s) & address(es) attached  Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Execution Date: April 24, 2003

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

A. Trademark Application No.(s) 76/442,415; 76/553,538

Additional numbers attached?  Yes  No

B. Trademark Registration No.(s) 1,226,794; 1,249,177;

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

Name: Michael J. Kroll

Internal Address: Dorsey & Whitney LLP

Street Address: Suite 1500, 50 South Sixth Street

City: Minneapolis State: MN ZIP: 55402-1498

6. Total Number of applications and registrations involved: 33

7. Total fee (37 CFR 3.41): \$840.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 04-1420

(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.

Michael J. Kroll  
 Name of person Signing

M. Kroll  
 Signature

July 8, 2003  
 Date

Total number of pages comprising cover sheet: 2

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

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

08/07/2003 610M11 00900144 76442415

01 F:8521 40.00 00  
02 F:8522 800.00 00

Mail Stop Assignment Recordation Services  
Director of the United States Patent and Trademark Office  
PO Box 1450  
Alexandria, Virginia 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.

**Additional Reg. Nos.**

1,293,087  
789,525  
786,887  
791,923  
1,276,935  
1,276,937  
1,696,347  
1,034,002  
1,359,506  
2,228,766  
2,077,415  
653,166  
1,784,321  
1,897,641  
1,254,661  
1,079,974  
2,113,973  
2,184,100  
1,243,003  
1,332,457  
2,111,642  
2,198,664  
2,052,338  
2,054,600  
2,043,301  
2,515,733  
2,067,831  
2,541,573  
817,477

## TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, MRS. SMITH'S BRANDS, INC., a South Carolina corporation having its principal place of business at 2855 Rolling Pin Lane, Suwanee, Georgia 30024 (hereinafter "ASSIGNOR"), is the owner of all right, title and interest in the trademarks, trade names, service marks, designs and logos, and applications or registrations for such trademarks, trade names, service marks, designs, logos, characters and personas described on Exhibit A hereto and incorporated in this assignment by this reference (collectively, the "Trademarks"), which Trademarks have been adopted and are being used by Mrs. Smith's Bakeries, LLC, a Georgia limited liability company, in its businesses pursuant to a license from ASSIGNOR; and

WHEREAS, THE SCHWAN FOOD COMPANY, a Minnesota corporation having its principal place of business at 115 West College Drive, Marshall, MN 56258 (hereinafter "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in, to and under the Trademarks pursuant to the terms of that certain Asset Purchase Agreement dated January 29, 2003, among Assignee, Flowers Foods, Inc., a Georgia corporation, and Mrs. Smith's Bakeries, LLC;

1. NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does hereby sell, assign, transfer, convey and set over, unto the said ASSIGNEE, for its own use and benefit, and for the use and benefit of its successors, legal representatives and assigns, the entire right, title and interest of ASSIGNOR in and to the Trademarks (which shall include, without limitation, all applications for registration pending before the United States Patent and Trademark Office) and the exclusive right to bring and maintain actions for - - and to settle, release, and compromise claims for - - past, present and future actions or occurrences related to the Trademarks, including, but not limited to, actions for trademark infringement, dilution or unfair competition.

2. ASSIGNOR further does hereby sell, assign, transfer, convey and set over unto the ASSIGNEE for its own use and benefit, and for the use and benefit of its successors, legal representatives and assigns, the entire right, title and interest of ASSIGNOR in and to the goodwill of the Trademarks and of ASSIGNOR'S business connected with the use thereof and symbolized by the Trademarks.

3. ASSIGNOR agrees that, upon request and without further consideration, it will sign all lawful papers, make all rightful oaths and generally provide such assistance as may be reasonably requested by ASSIGNEE in perfecting and recording title to the Trademarks. ASSIGNEE shall bear all responsibility and expense for preparing all additional instruments of assignment or transfer, recording any such instruments of assignment or transfer, and any fee or tax levied thereon, and ASSIGNEE shall bear all prosecution and maintenance costs incurred with respect to the Trademarks, after the date of this Agreement.

4. Except as otherwise expressly provided herein, no obligation is hereby assumed by either ASSIGNOR or ASSIGNEE to maintain, prosecute, enforce or litigate, file, assert or defend the Trademarks.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused these presents to be signed by their respective officers thereunto duly authorized, effective the \_\_\_ day of \_\_\_\_\_, 2003.

"ASSIGNOR":

MRS. SMITH'S BRANDS, INC.

By: Stephen R. [Signature]  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

"ASSIGNEE":

THE SCHWAN FOOD COMPANY

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

4. Except as otherwise expressly provided herein, no obligation is hereby assumed by either ASSIGNOR or ASSIGNEE to maintain, prosecute, enforce or litigate, file, assert or defend the Trademarks.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused these presents to be signed by their respective officers thereunto duly authorized, effective the \_\_\_ day of \_\_\_\_\_, 2003.

"ASSIGNOR":

MRS. SMITH'S BRANDS, INC.

By: [Signature]  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

"ASSIGNEE":

THE SCHWAN FOOD COMPANY

By: [Signature]  
Name: David M. Paskach  
Title: Secretary

**EXHIBIT A  
TO  
TRADEMARK ASSIGNMENT AGREEMENT**

**UNITED STATES REGISTRATIONS**

| <i>Trademark</i>                              | <i>Registration</i> | <i>Int'l Class(es)</i> | <i>Description of Goods</i>   | <i>Registration Date</i> | <i>Expiration Date</i> |
|---|---------------------|------------------------|---|--------------------------|------------------------|
| BATTER MAGIC                                  | 1,226,794           | 29                     | Batter Coated Frozen and Canned Vegetables, namely Cauliflower, Zucchini, Squash, and Mushrooms | 02/08/83                 | 02/08/03               |
| FROM THE HEART OF THE SWEET POTATO and Design | 1,249,177           | 29                     | Yam Patties   | 08/23/83                 | 08/23/03               |
| KWIK-BAKE                                     | 1,293,087           | 30                     | Pre-baked, frozen breads and rolls  | 09/04/84                 | 09/04/04               |
| MIRACLE BAKE                                  | 789,525             | 6                      | Pie Plates Containing Packaged Frozen Pies Ready for Baking                                     | 05/18/65                 | 05/18/05               |
| MRS. SMITH'S                                  | 786,887             | 30                     | Bakery Products - Namely, Frozen Pies   | 03/16/65                 | 03/16/05               |
| MRS. SMITH'S AND DESIGN                       | 791,923             | 30                     | Bakery Products - Namely, Frozen Pies, Cakes, and Pretzels                                      | 06/29/65                 | 06/29/05               |
| MRS. SMITH'S and Design                       | 1,276,935           | 30                     | Bakery Goods, Frozen Pies   | 05/08/84                 | 05/08/04               |
| MRS. SMITH'S                                  | 1,276,937           | 29                     | Vegetable Based Non-Dairy Whipped Topping   | 05/08/84                 | 05/08/04               |
| MRS. SMITH'S (Stylized Letters)               | 1,696,347           | 30                     | Bakery Products, Namely Pies  | 06/23/92                 | 06/23/12               |
| OREGON FARMS                                  | 1,034,002           | 30                     | Frozen Bakery Products  | 02/17/76                 | 02/17/06               |
| OREGON FARMS and Design                       | 1,359,506           | 30                     | Frozen Bakery Goods   | 09/10/85                 | 09/10/05               |
| ORONOQUE                                      | 2,228,766           | 30                     | Frozen Pie Crusts   | 03/02/99                 | 03/02/09               |

| <i>Trademark</i>       | <i>Registration</i> | <i>Int'l Class(es)</i> | <i>Description of Goods</i>  | <i>Registration Date</i> | <i>Expiration Date</i> |
|------------------------|---------------------|------------------------|--|--------------------------|------------------------|
| ORCHARDS and Design    |                     |                        |  |                          |                        |
| PET RITZ               | 2,077,415           | 30                     | Frozen Unfilled Pie Shells; Frozen Unfilled Tart Shells  | 07/08/97                 | 07/08/07               |
| PET RITZ               | 653,166             | 30                     | Frozen Fruit and Berry Pies  | 10/15/57                 | 10/15/07               |
| PIES, INC. and Design  | 1,784,321           | 30                     | Bakery Products; Namely, Pies, and Cobblers  | 07/27/93                 | 07/27/03               |
| POUR-A-QUICHE          | 1,897,641           | 29                     | Dairy Based Quiche Filling Mixture   | 06/06/95                 | 06/06/05               |
| PREMIUM PAK and Design | 1,254,661           | 29                     | Frozen Vegetables, Namely, Irish Potatoes, Stew Vegetables, International Vegetables, Turnip Greens, Speckled Butter Beans, Green Beans, Southern Peas, Okra, Squash, Carrots, Broccoli, and Cauliflower | 10/18/83                 | 10/18/03               |
| STILWELL and Design    | 1,079,974           | 29 and 30              | Class 29 - Frozen Fruits, Frozen Vegetables, and Canned Vegetables. Class 30 - Frozen Bakery Goods and Frozen Hush Puppies   | 12/20/77                 | 12/20/07               |



| <i>Trademark</i>               | <i>Registration</i> | <i>Int'l Class(es)</i> | <i>Description of Goods</i>   | <i>Registration Date</i> | <i>Expiration Date</i> |
|--------------------------------|---------------------|------------------------|---|--------------------------|------------------------|
| STILWELL                       | 2,113,973           | 29 and 30              | Class 29 - Breaded and Battered Vegetables. Class 30 - Pie Shells and Cobblers  | 11/18/97                 | 11/18/07               |
| STILWELL                       | 2,184,100           | 29 and 30              | Class 29 - Frozen Fruits, Frozen Vegetables, Processed Vegetables, Battered Mozzarella Sticks. Class 30 - Frozen Bakery Goods and Frozen Hush Puppies   | 08/25/98                 | 08/25/08               |
| SUNBELT                        | 1,243,003           | 29                     | Frozen Vegetables, Namely, Turnip Greens  | 06/21/83                 | 06/21/03               |
| THRIFTY HOUSE and Design       | 1,332,457           | 29 and 30              | Class 29 - Frozen Fruits & Vegetables - Namely, Blackberries, Melon Balls, Cherries, Strawberries, Blueberries, Peaches, Broccoli, Brussels Sprouts, Cauliflower, Collards, Beans, Peas, Spinach, Mixed Vegetables, Breaded Vegetables, such as Okra, Mushrooms and Squash. Class 30 - Bread and Sweet Bakery Goods | 04/23/85                 | 04/23/05               |
| TOP OF THE TREE BAKING COMPANY | 2,111,642           | 30                     | Baked goods, namely apple pies  | 11/11/97                 | 11/11/07               |
| EAT MO' PIE!                   | 2,198,664           | 30                     | Pies  | 10/20/98                 | 10/20/08               |
| MADE MY GREAT GRANDMA'S WAY!   | 2,052,338           | 30                     | Baked goods, namely apple pies  | 04/15/97                 | 04/15/07               |
| GORDON'S TOP OF THE TREE APPLE | 2,054,600           | 30                     | Baked goods, namely apple pies  | 04/22/92                 | 04/22/07               |

| <i>Trademark</i>                                    | <i>Registration</i> | <i>Int'l Class(es)</i> | <i>Description of Goods</i>  | <i>Registration Date</i> | <i>Expiration Date</i> |
|---|---------------------|------------------------|--|--------------------------|------------------------|
| PIES  |                     |                        |  |                          |                        |
| TOP OF THE TREE<br>GORDON'S<br>APPLE PIES           | 2,043,301           | 30                     | Baked goods, namely<br>apple pies  | 03/11/97                 | 03/11/07               |
| MRS.<br>SMITH'S A<br>BAKERY<br>FULL OF<br>SOLUTIONS | 2,515,733           | 30                     | Bakery Products  | 12/04/01                 | 12/04/11               |
| THE TASTE<br>THAT TAKES<br>YOU HOME                 | 2,067,831           | 30                     | Pies   | 06/03/97                 | 06/03/07               |
| U BAKERY &<br>Design                                | 2,541,573           | 16 & 41                | Printed instructional<br>material related to use<br>of bakery products and<br>desserts for the<br>restaurant, hospitality<br>and food service<br>industries; educational<br>services, namely<br>providing instructional<br>classes, seminars,<br>conferences,<br>workshops related to<br>use of bakery products<br>and desserts for the<br>restaurant, hospitality<br>and food service<br>industries | 02/19/02                 | 02/19/12               |
| MELLO-RICH  | 0,817,477           | 30                     | Bakery products,<br>namely, fruit cream,<br>custard, cheese, and<br>mince pies   | 10/25/66                 | 10/25/06               |

***UNITED STATES TRADEMARK APPLICATIONS***

U.S. Ser. No. 76/442,415 filed on August 22, 2002, for the mark MRS. SMITH'S GRAND FINALES for "pies, cakes and frozen desserts."

U.S. Ser. No. 75/553,538 filed on September 16, 1998 for the mark MRS. SMITH'S TOASTER BAKERY for "frozen pastries."

**CANADIAN TRADEMARK REGISTRATIONS**

| <i>Trademark</i>        | <i>Registration</i> | <i>Int'l Class(es)</i> | <i>Description of Goods</i>                   | <i>Registration Date</i> | <i>Expiration Date</i> |
|-------------------------|---------------------|------------------------|---|--------------------------|------------------------|
| FARM SCENE and Design   | TMA367823           | 29 and 30              | Soups and Cakes                               | 04/20/90                 | 04/20/05               |
| MRS. SMITH'S and Design | TMA163593           | 30                     | Bakery Goods, namely Pies, Cakes and Pretzels | 06/27/69                 | 06/27/14               |
| MRS. SMITH'S            | TMA242933           | 30                     | Bakery Goods namely, pies, cakes and pretzels | 04/11/80                 | 04/11/10               |
| MRS. SMITH'S and Design | TMA333566           | 30                     | Frozen Pies                                   | 10/30/87                 | 10/30/02               |
| MRS. SMITH'S and Design | TMA333714           | 30                     | Frozen Pies                                   | 10/30/87                 | 10/30/02               |
| MRS. SMITH'S and Design | TMA336319           | 30                     | Frozen Pies                                   | 01/22/88                 | 01/22/03               |
| MRS. SMITH'S and Design | TMA336320           | 30                     | Frozen Pies                                   | 01/22/88                 | 01/22/03               |
| MRS. SMITH'S and Design | TMA336321           | 30                     | Frozen Pies                                   | 01/22/88                 | 01/22/03               |
| MRS. SMITH'S and Design | TMA336322           | 30                     | Frozen Pies                                   | 01/22/88                 | 01/22/03               |
| MRS. SMITH'S and Design | TMA336323           | 30                     | Frozen Pies                                   | 01/22/88                 | 01/22/03               |
| MRS. SMITH'S and Design | TMA336324           | 30                     | Frozen Pies                                   | 01/22/88                 | 01/22/03               |
| MRS. SMITH'S and Design | TMA336325           | 30                     | Frozen Pies                                   | 01/22/88                 | 01/22/03               |
| MRS. SMITH'S and Design | TMA336326           | 29                     | Frozen Pies                                   | 01/22/88                 | 01/22/03               |
| MRS. SMITH'S and Design | TMA411813           | 30                     | Frozen Pies                                   | 04/30/93                 | 04/30/08               |

| <i>Trademark</i>                  | <i>Registration</i> | <i>Int'l Class(es)</i> | <i>Description of Goods</i>  | <i>Registration Date</i> | <i>Expiration Date</i> |
|-----------------------------------|---------------------|------------------------|--|--------------------------|------------------------|
| MRS.<br>SMITH'S Pie<br>in Minutes | TMA319874           | 30                     | Food Products,<br>Namely Pies  | 10/24/86                 | 10/24/16               |
| OREGON<br>FARMS                   | TMA381607           | 29, 30                 | Soups and Cakes  | 03/15/91                 | 03/15/06               |
| STILWELL                          | TMA492645           | 29                     | Frozen Fruits Namely<br>Blackberries, Cherries,<br>Peaches, Strawberries,<br>and Blueberries | 04/08/98                 | 04/08/13               |

**OTHER FOREIGN TRADEMARK REGISTRATIONS**

| <i>Trademark</i> | <i>Registration and Country</i>   | <i>Int'l Class(es)</i> | <i>Description of Goods</i>  | <i>Registration Date</i>              | <i>Expiration Date</i> |
|------------------|-----------------------------------|------------------------|--|---------------------------------------|------------------------|
| MRS.<br>SMITH'S  | 978486;<br>Community<br>Trademark | 16, 29<br>and 30       | Paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purpose; artist' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); playing cards; printers' type; printing blocks; publications and printed matter; namely, booklets, pamphlets, leaflets and brochures concerning the company's products; meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats; vegetable oil-based non-dairy whipping topping, excluding salty | Last Full<br>Publication<br>-08/16/99 | 11/05/08               |

| <i>Trademark</i>        | <i>Registration and Country</i> | <i>Int'l Class(es)</i> | <i>Description of Goods</i>   | <i>Registration Date</i>    | <i>Expiration Date</i> |
|-------------------------|---------------------------------|------------------------|---|-----------------------------|------------------------|
|                         |                                 |                        | snacks; coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery not being candy; ices not being candy; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice; bakery goods; frozen pies; cakes, quiche and crepes with and without meat; excluding salty snacks |                             |                        |
| OREGON FARMS            | 2719143; Japan                  | 5, 29, 30, 31, 32      | All goods in each class   | 01/31/97                    | 01/31/07               |
| STILWELL                | 2612991; Japan                  | 5, 29, 30, 31, 32      | All goods in each class   | 12/24/93                    | 12/14/03               |
| MRS. SMITH'S and Design | B1133922; U.K.                  | 29                     | Frozen Foodstuffs Included in Class 29, But not Including Frozen Foodstuffs Consisting Wholly or Principally of Potatoes  | Application Date - 05/17/80 | 05/17/11               |
| MRS. SMITH'S and Design | B1133923; U.K.                  | 30                     | Frozen Food Stuffs Included in Class 30, But not Including Potato Based Products  | Application Date - 05/17/80 | 05/17/11               |
| MRS. SMITH'S and Design | 1178651; U.K.                   | 29                     | Frozen Food Stuffs Included in Class 29, But not Including Frozen Foodstuffs Consisting Wholly or Principally of Potatoes   | Application Date - 05/17/80 | 05/17/11               |
| MRS. SMITH'S and Design | 1178652; U.K.                   | 30                     | Frozen Foodstuffs Included in Class 30  | Application Date - 07/16/82 | 07/16/03               |

| <i>Trademark</i>            | <i>Registration and Country</i> | <i>Int'l Class(es)</i> | <i>Description of Goods</i>  | <i>Registration Date</i> | <i>Expiration Date</i> |
|-----------------------------|---------------------------------|------------------------|--|--------------------------|------------------------|
| MRS.<br>SMITH'S &<br>Design | 660,969; Mexico                 | 29                     | coffee, tea, cocoa, sugar, rice, tapioca, starch, products made of coffee; flours and mixtures made with cereals, bread, sweets, cakes, ice creams; honey, molasses syrup; yeast; powders; salt, mustard; vinegar; sauces (seasoning); herbs, ice; in particular products to bake pies, cakes and pasta. | 06/27/00                 | 06/27/10               |
| POUR-A-<br>QUICHE           | 483,950; Mexico                 | 30                     | meat, fish, poultry and hunting meat; meat extract; preserved, dried and cooked fruit and vegetables; jellies, jam; eggs, milk and dairy products; cooking oils and fats; dressings for salads; preserved food.  | 02/09/95                 | 02/09/05               |



**UNREGISTERED TRADEMARKS**

- ◆ OOOO-LA-LA
- ◆ GORDON'S TOP OF THE TREE APPLESAUCE
- ◆ TOP OF THE TREE GORDON'S APPLESAUCE
- ◆ GORDON'S APPLESAUCE
- ◆ GRAND FINALES
- ◆ ITS HIP TO FLIP
- ◆ FLIP-IT CAKES
- ◆ TASTEFUL INTERLUDES
- ◆ SENSATIONAL SEASONS
- ◆ MAKE IT SPECIAL
- ◆ YES, IT'S THAT GOOD

**CHARACTERS AND PERSONAS**

- ◆ THE PIE GUY
- ◆ GORDON THE 6-FOOT 9-INCH PIE GUY
- ◆ GORDON THE PIE GUY
- ◆ GORDON THE PIEMAN