

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stroehmann Bakeries, Inc.		01/04/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SB NY Inc.		
Street Address:	55 Paradise Lane		
City:	Bay Shore		
State/Country:	NEW YORK		
Postal Code:	11706		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2102010	HEALTHY HOME	
Registration Number:	1655695	MAIER'S	
CORRESPONDENCE DATA			
Fax Number:	(312)701-7711		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-701-7237		
Email:	cdore@mayerbrownrowe.com		
Correspondent Name:	Christopher H. Dore		
Address Line 1:	190 S. LaSalle St.		
Address Line 2:	Mayer Brown Rowe & Maw LLP		
Address Line 4:	Chicago, ILLINOIS 60603		
NAME OF SUBMITTER:	Christopher H. Dore		
Signature:	/Christopher H. Dore/		
Date:	02/23/2005		

OP \$65.00 2102010

Total Attachments: 5

source=Xscan001#page1.tif

source=Xscan001#page2.tif

source=Xscan001#page3.tif

source=Xscan001#page4.tif

source=Xscan001#page5.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made as of this 4th day of January, 2004, by and between Stroehmann Bakeries, Inc., a Delaware corporation ("SBI"), and SB NY Inc., a Delaware corporation ("SBNY").

WHEREAS, SBI, SBNY and Stroehmann Bakeries, L.C., a Virginia limited liability company ("SBLC"), are parties to an Asset Transfer Agreement (the "Agreement"), pursuant to which SBI has agreed to transfer and SBNY has agreed to acquire the SBI Assets (as defined in the Agreement) including, without limitation, the United States trademark registrations and applications identified and set forth on Schedule A attached hereto and incorporated herewith (collectively, the "Marks"), and the goodwill of the business associated therewith; and

WHEREAS, SBNY wishes to acquire all of SBI's right, title and interests in and to the Marks, together with the goodwill of the business in connection with which the Marks are used;

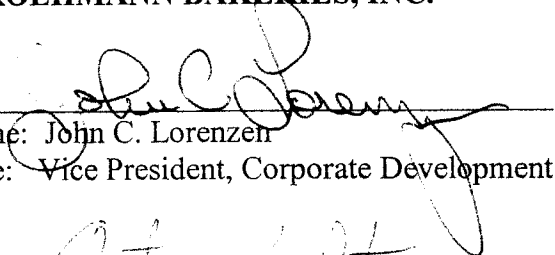
NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, SBI does hereby transfer and assign to SBNY all the right, title and interest SBI has or may have in the Marks and in any and all other marks or names owned or used by SBI or in which SBI otherwise has any ownership interest, including any rights under common law, and which include the listed terms of said Marks alone or in combination with other words, figures, designs or indicia, including any rights, title and interest as service marks, trademarks, trade names and all common law rights connected therewith, together with the goodwill of the business with respect to which the Marks or any such other marks or names have been used and/or registered and all claims and causes of action relating to infringement of said Marks or said other marks or name.

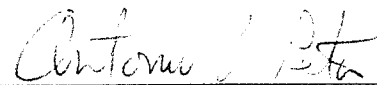
SBI will assist in obtaining or providing any further documents which may be required to confirm chain or title thereto.

This Trademark Assignment may be executed in counterparts, each of which shall be an original, but all of which together shall constitute one and the same instrument.

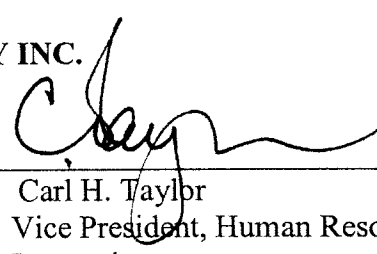
Signed at New York, New York this 4th day of January, 2004.

STROEHMANN BAKERIES, INC.

By: 
Name: John C. Lorenzen
Title: Vice President, Corporate Development

By: 
Name: Antonio L. Leta
Title: Vice President and General Manager

SB NY INC.

By: 
Name: Carl H. Taylor
Title: Vice President, Human Resources and
Integration

By: _____
Name: Shelly W. Seligman
Title: Vice President, General Counsel and
Secretary

This Trademark Assignment may be executed in counterparts, each of which shall be an original, but all of which together shall constitute one and the same instrument.

Signed at New York, New York this 4th day of January, 2004.

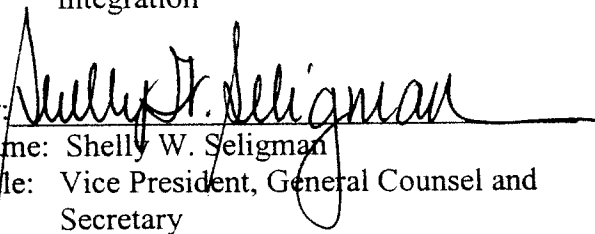
STROEHMANN BAKERIES, INC.

By: _____
Name: John C. Lorenzen
Title: Vice President, Corporate Development

By: _____
Name: Antonio L. Leta
Title: Vice President and General Manager

SB NY INC.

By: _____
Name: Carl H. Taylor
Title: Vice President, Human Resources and
Integration

By: 
Name: Shelly W. Seligman
Title: Vice President, General Counsel and
Secretary

Schedule A

Trademark

Registration No. or Serial No.

HEALTHY HOME
MAIER'S DESIGN

2102010
1655695

1201092 03195170

RECORDED: 02/24/2005

TRADEMARK
REEL: 003034 FRAME: 0446