

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
Flowers Bakeries Brands, Inc.		06/06/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Flowers Specialty Brands, Inc.		
Street Address:	1919 Flowers Circle		
City:	Thomasville		
State/Country:	GEORGIA		
Postal Code:	31757		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1898253	JACK-O-LANTERNS	
CORRESPONDENCE DATA			
Fax Number:	(404)541-4608		
	<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		
NAME OF SUBMITTER:	Barbara F. Edwards		
Signature:	/bfe/		
Date:	06/06/2005		

OP \$40.00 1898253

Total Attachments: 1

900025883

**TRADEMARK
 REEL: 003097 FRAME: 0094**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

MARK : JACK-O-LANTERNS and Design
REG. NO. : 1,898,253
REG. DATE : June 6, 1995
ASSIGNOR : Flowers Bakeries Brands, Inc.
ASSIGNEE : Flowers Specialty Brands, Inc.
CLASS : 30

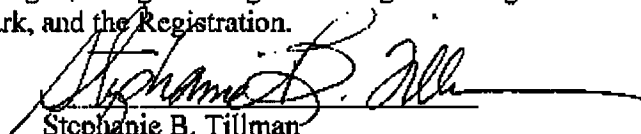
ASSIGNMENT OF MARK AND REGISTRATION

WHEREAS, Flowers Bakeries Brands, Inc., a Delaware corporation with a principal place of business at 1105 North Market Street, Suite 1300, Wilmington, Delaware 19899 ("Assignor"), is the owner of the JACK-O-LANTERNS and Design mark ("the Mark") for use in connection with bakery products, namely, snack cakes;

WHEREAS, Assignor is the owner of United States trademark Registration No. 1,898,253 (the "Registration") of the Mark;

WHEREAS, Flowers Specialty Brands, Inc., a Delaware corporation with a principal place of business at 1919 Flowers Circle, Thomasville, Georgia 31757 ("Assignee"), desires to acquire the rights to the Mark, the goodwill associated with the Mark, and the Registration;

NOW, THEREFORE, in exchange for \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns to Assignee the rights to the Mark, the goodwill associated with the Mark, and the Registration.



Stephanie B. Tillman

Secretary

Flowers Bakeries Brands, Inc.
1105 North Market Street, Suite 1300
Wilmington, DE 19899Date: 6/6/05