

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Jacob's Bakery Limited		05/05/2005	CORPORATION: UNITED KINGDOM

**RECEIVING PARTY DATA**

<b>Name:</b>	United Biscuits (UK) Limited
<b>Street Address:</b>	Hayes Park, Hayes End Road, Hayes,
<b>City:</b>	Middlesex
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	UB4 8EE
<b>Entity Type:</b>	CORPORATION: UNITED KINGDOM

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	1699907	CHOICE GRAIN
Registration Number:	1029694	JACOB'S CLUB
Registration Number:	1005890	JACOB'S

**CORRESPONDENCE DATA**

Fax Number: (202)331-4308  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (202)663-7927  
 Email: tm@sughrue.com  
 Correspondent Name: Cynthia C. Weber  
 Address Line 1: 2100 Pennsylvania Avenue, N.W., STE 800  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20037-3213

**DOMESTIC REPRESENTATIVE**

Name: Cynthia C. Weber  
 Address Line 1: 2100 Pennsylvania Avenue, N.W., Ste 800

OP \$90.00 1699907

Address Line 4: Washington, DISTRICT OF COLUMBIA 20037-3213

NAME OF SUBMITTER:

CYNTHIA C. WEBER

Signature:

/Cynthia C. Weber/

Date:

08/29/2005

Total Attachments: 3

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**ASSIGNMENT**

WHEREAS, The Jacob's Bakery Limited ("Assignor"), a corporation established under the laws of the United Kingdom with an address at Long Lane, Aintree, Liverpool, L9 7LD, United Kingdom, is the owner of the trademarks listed in the attached Schedule A ("the Marks"); and

WHEREAS, Assignor is the owner of U.S. Trademark Registrations listed in the attached Schedule A for the Marks; and

WHEREAS, United Biscuits (UK) Limited ("Assignee"), a corporation established under the laws of the United Kingdom with an address at Hayes Park, Hayes End Road, Hayes, Middlesex UB4 8EE, United Kingdom, is desirous of acquiring said Marks, the registration therefor and the goodwill appurtenant to the Marks;

NOW, THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and above-identified registration therefor, together with the goodwill of the business symbolized by the Mark in the United States, effective May 5, 2005.

The Jacob's Bakery Limited

By: Pauline Price  
Name: PAULINE PRICE  
Title: Authorized Signatory  
Date: 6 July 2005

SCHEDULE A

Trademark	Registration No.	Registration Date	Class
CHOICE GRAIN	1,699,907	Jul/07/1992	Intl: 30
JACOB'S CLUB & Design	1,029,694	Jan/06/1976	Intl: 30
JACOB'S	1,005,890	Mar/04/1975	Intl: 30
<del>JACOB'S &amp; Design</del>	<del>2,874,074</del>	<del>Apr/20/2004</del>	<del>Intl: 30</del>
<del>JACOB'S &amp; Design</del>	<del>898,375</del>	<del>Nov/12/1974</del>	<del>Intl: 30</del>

**TRADEMARK**  
**REEL: 003149 FRAME: 0309**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Matter of:

United Biscuits (UK) Limited

Trademark	Reg. No.	Reg. Date
CHOICE GRAIN	1,699,907	Jul/07/1992
JACOB'S CLUB & Design	1,029,694	Jan/06/1976
JACOB'S	1,005,890	Mar/04/1975
<del>JACOB'S &amp; Design</del>	<del>998,275</del>	<del>Nov/12/1974</del>
JACOB'S & Design	998,275	Nov/12/1974

APPOINTMENT OF DOMESTIC REPRESENTATIVE

**NO FEE**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Sir:

SUGHRUE MION, PLLC, whose postal address is 2100 Pennsylvania Avenue, N.W., Washington, D.C. 20037, United States of America, is hereby designated registrant's representative upon whom notice or process in proceedings affecting the mark may be served.

Please address all future correspondence regarding this registration to:

Cynthia C. Weber  
SUGHRUE MION, PLLC  
2100 Pennsylvania Avenue, N.W.  
Washington, D.C. 20037-3202  
Phone (202)663-7927  
Facsimile (202)293-7860

UNITED BISCUITS (UK) LIMITED

Date: 6 July 2005

By: Pauline Price  
Pauline Price, Trade Mark Manager

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RECORDED: 08/29/2005

TRADEMARK  
REEL: 003149 FRAME: 0310