

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 Bakery of Winston-Salem, LLC		04/24/2006	LIMITED LIABILITY COMPANY: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Flowers Spaecialty Brands, Inc.		
Street Address:	1919 Flowers Circle		
City:	Thomasville		
State/Country:	GEORGIA		
Postal Code:	31757		
Entity Type:	CORPORATION: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2620710	SNACKDRAGON	
Registration Number:	2620711	BAKER'S BEST	
Registration Number:	2755084	REGGIE ROYAL	
CORRESPONDENCE DATA			
Fax Number:	(404)815-6555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404 8156500		
Email:	tadmin@kilpatrickstockton.com		
Correspondent Name:	William H. Brewster		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 2:	Kilpatrick Stockton LLP		
Address Line 4:	Atlanta, GEORGIA 30309-4530		
ATTORNEY DOCKET NUMBER:	AGJ/SF SNACKDRAGON ETC		

OP \$90.00 2620710

NAME OF SUBMITTER:	Sharan Flexner
Signature:	/sflexner/
Date:	05/01/2006
Total Attachments: 1 source=SNACKDRAGON etc assign. tiff#page1.tif	

IN THE PATENT AND TRADEMARK OFFICE
BEFORE THE ASSIGNMENT DIVISION

Assignor: Flowers Bakery of Winston-Salem, LLC

Assignee: Flowers Specialty Brands, Inc.

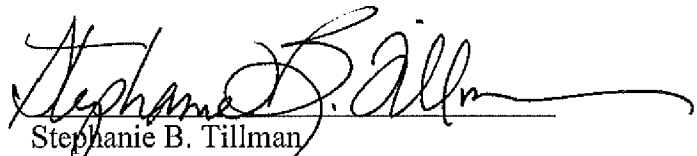
Registration Nos.: 2,620,710
2,620,711
2,755,084

ASSIGNMENT

WHEREAS, Flowers Bakery of Winston-Salem, LLC is the owner of Registration Nos. 2,620,710 of the mark SNACKDRAGON & Design, 2,620,711 of the mark BAKER'S BEST & Design, and 2,755,084 of the mark REGGIE ROYAL & Design;

WHEREAS, Flowers Specialty Brands, Inc. wishes to acquire Registration Nos. 2,620,710, 2,620,711, and 2,755,084, the marks underlying those registrations, and the goodwill and any common law rights associated with those marks;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Flowers Bakery of Winston-Salem, LLC assigns to Flowers Specialty Brands, Inc. Registration Nos. 2,620,710, 2,620,711, and 2,755,084, the marks underlying those registrations, and the goodwill and any common law rights associated with those marks.



Stephanie B. Tillman
Secretary
Flowers Bakery of Winston-Salem, LLC

Date: 4/24/06