# 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
The Pillsbury Company		09/25/2006	CORPORATION: DELAWARE

#### **RECEIVING PARTY DATA**

Name:	Signature Breads, Inc.
Street Address:	Church Street
Internal Address:	Suite 310
City:	Belmont
State/Country:	MASSACHUSETTS
Postal Code:	02478-4987
Entity Type:	CORPORATION: MASSACHUSETTS

#### PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1809406	RUDI'S
Registration Number:	1735089	RUDI'S
Registration Number:	2476765	SIGNATURE BREADS
Registration Number:	2069449	SIGNATURE BREADS
Registration Number:	2000621	SIGNATURE BREADS

#### **CORRESPONDENCE DATA**

Fax Number: (617)856-8201

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 617-856-8145

Email: ip@brownrudnick.com Correspondent Name: Mark S. Leonardo Address Line 1: One Financial Center

Address Line 2: Brown Rudnick Berlack Israels LLP Boston, MASSACHUSETTS 02111 Address Line 4:

TRADEMARK

**REEL: 003407 FRAME: 0640** 

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ATTORNEY DOCKET NUMBER:	22869/15
NAME OF SUBMITTER:	Mark S. Leonardo
Signature:	/s/Mark S. Leonardo/
Date:	10/12/2006
Total Attachments: 2 source=22869-15 Assignment#page1.tif source=22869-15 Assignment#page2.tif	

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### **ASSIGNMENT**

WHEREAS, The Pillsbury Company, a corporation organized under the laws of the State of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota 55426, is the owner of the U.S. trademark registrations set forth on the attached Exhibit A; and

WHEREAS, Signature Breads, Inc., a Massachusetts corporation, having a place of business at Church Street, Suite 310, Belmont, MA 02478-4987, is desirous of acquiring said trademarks and the registrations and application therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, The Pillsbury Company does hereby assign unto Signature Breads, Inc all of its rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, and the registrations therefor.

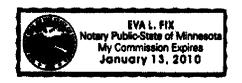
THE PILLSBURY COMPANY

Name Title:

Subscribed and sworn to before me

this day of It stimber 2006

Notary Public



TRADEMARK REEL: 003407 FRAME: 0642

## EXHIBIT A

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
RUDI'S	1,809,406	December 7, 1993
RUDI'S & Design	1,735,089	November 24, 1992
SIGNATURE BREADS	2,476,765	August 7, 2001
SIGNATURE BREADS	2,069,449	June 10, 1997
SIGNATURE BREADS & Design	2,000,621	September 17, 1996

TRADEMARK
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**RECORDED: 10/12/2006**