

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
Rich Products Corporation		07/13/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Super Bakery, Incorporated		
Street Address:	5700 Corporate Drive		
Internal Address:	Suite 455		
City:	Pittsburgh		
State/Country:	PENNSYLVANIA		
Postal Code:	15237		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78297506	ATHLETE'S BREAD	
CORRESPONDENCE DATA			
Fax Number:	(412)471-4094		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-471-8815		
Email:	webblaw@webblaw.com		
Correspondent Name:	John W. McIlvaine		
Address Line 1:	436 Seventh Avenue		
Address Line 2:	700 Koppers Building		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15219		
ATTORNEY DOCKET NUMBER:	4927-072732		
NAME OF SUBMITTER:	John W. McIlvaine, Reg. No. 34,219		
Signature:	/JWMc/		

OP \$40.00 78297506

Date:

08/01/2007

Total Attachments: 1

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EXHIBIT B

TRADEMARK ASSIGNMENT

WHEREAS, Rich Products Corporation (hereinafter "Assignor"), a Delaware corporation, having a place of business at 1150 Niagara Street, Buffalo, New York, 14213, United States of America, is the owner, by assignment, of United States Trademark Application No. 78/297,506 filed September 8, 2003 for the mark ATHLETE'S BREAD (hereinafter referred to as the "Trademark");

AND, WHEREAS, Super Bakery, Incorporated (hereinafter "Assignee"), a Pennsylvania corporation, having a place of business at Suite 455, 5700 Corporate Drive, Pittsburgh, Pennsylvania, 15237, United States of America, is desirous of acquiring all right, title, interest and goodwill in and to the Trademark and said Application thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over unto Assignee all right, title and interest in and to the Trademark and said Application, together with the goodwill of the business symbolized by the Trademark, in the United States of America and throughout the world.

All the aforementioned property and rights are to be held and enjoyed by Assignee for its own use, benefit and behalf, for the use, benefit and behalf of the Assignee's successors, assigns and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, together with all claims for damages by reason of past infringement, with the right to sue for and collect the same for Assignee's use and behalf of Assignee's successors, assigns and other legal representatives.

Signed this 13th day of July, 2007.

RICH PRODUCTS CORPORATION

By: Jill K. Bond

Name: Jill K. Bond, General Counsel / Senior Vice President

Witness: Jessy Miranda

Notary Public: Sandra Young [NOTARIAL SEAL]

SANDRA J. YOUNG
Notary Public, State of New York
Qualified in Erie County
My Commission Expires Apr. 30, 2011