

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advance Magazine Publishers, Inc.		11/06/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Share Our Strength		
Street Address:	1730 M Street, NW Suite 700		
City:	Washington D.C.		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20036		
Entity Type:	CORPORATION: DISTRICT OF COLUMBIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2848562	THE GREAT AMERICAN BAKE SALE	
CORRESPONDENCE DATA			
Fax Number:	(212)858-1500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	NY-IP@pillsburylaw.com		
Correspondent Name:	Michael P. Simpson		
Address Line 1:	1540 Broadway		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	099903-0083945		
NAME OF SUBMITTER:	Michael P. Simpson		
Signature:	/Michael P. Simpson/		
Date:	12/10/2007		

CH \$40.00 2848562

Total Attachments: 1

900093804

**TRADEMARK
 REEL: 003675 FRAME: 0264**

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of November 6, 2007 by and among Advance Magazine Publishers, Inc., a New York corporation, with an address at Four Times Square, New York, New York 10036 (the "Assignor") and Share Our Strength, a District of Columbia corporation with an address at 1730 M Street, NW Suite 700 Washington D.C. 20036 (the "Assignee").

Assignor is the co-registrant, along with Assignee, of United States Trademark Registration THE GREAT AMERICAN BAKE SALE, Reg. No. 2,848,562 ("the Trademark"). Assignor wishes to assign all right, title, and interest it owns in the Trademark to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns, and legal representatives, the entire, full, and exclusive right, title, and interest in and to the Trademark, together with the good will of the business symbolized by the Trademark and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark and to collect for all past, present, and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties, and proceeds of infringement suits, and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

Assignor also hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the Trademark pertains.

Advance Magazine Publishers, Inc.

By: 

Name: John Bellando
Title: Vice President