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
Interstate Brands Corporation		11/14/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Interstate Bakeries Corporation
Street Address:	12 East Armour Boulevard
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64111
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1199745	BRANATURAL

CH $40.00 1199745

CORRESPONDENCE DATA

Fax Number: (913)647-9057
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 9136479050
Email: tmdocketing.vanhoozer@hoveywilliams.com
Correspondent Name: Thomas H. Van Hoozer
Address Line 1: 10801 Mastin Blvd.
Address Line 2: Suite 1000
Address Line 4: Overland Park, KANSAS 66210

ATTORNEY DOCKET NUMBER:	23919; 1724.293
NAME OF SUBMITTER:	Thomas H. Van Hoozer
Signature:	/Thomas H. Van Hoozer/
Date:	11/14/2008

Total Attachments: 1
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ASSIGNMENT

WHEREAS, INTERSTATE BRANDS CORPORATION, a corporation of the State of Delaware, having its principal place of business at 12 East Armour Boulevard, Kansas City, Missouri 64111, has adopted, used and is using the mark BRANATURAL (stylized) which is registered in the United States Patent and Trademark Office under Registration No. 1,199,745; and

WHEREAS, INTERSTATE BAKERIES CORPORATION, a corporation of Delaware, having its principal place of business at 12 East Armour Boulevard, Kansas City, Missouri 64111, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said INTERSTATE BRANDS CORPORATION does hereby assign unto the said INTERSTATE BAKERIES CORPORATION, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said mark.

Executed this 14th day of November, 2008.

INTERSTATE BRANDS CORPORATION

By Richard C. Seban
Richard C. Seban, Executive Vice President
and Chief Marketing Officer

State of Missouri)
) ss:
County of Jackson)

Subscribed and sworn to before me this 14th day of November, 2008.

Terry E. Humphrey
Notary Public

My Commission Expires:

10/13/09
(SEAL)

TERRY E. HUMPHREY
Notary Public-Notary Seal
STATE OF MISSOURI
Jackson County
My Commission Expires Oct. 13, 2009
Commission #05517439

(Docket 23819)