

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
Mother's Cake and Cookie Co.		11/24/2008	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Archway Cookies, LLC		
Street Address:	67 Michigan Ave.		
Internal Address:	Suite 200		
City:	Battle Creek		
State/Country:	MICHIGAN		
Postal Code:	49017		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77495408	JUST LIKE HOMEMADE	
Registration Number:	1668707	MILK LUNCH	
Registration Number:	2577137	JUST LIKE HOMEMADE!	
CORRESPONDENCE DATA			
Fax Number:	(215)979-1020		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-979-1255		
Email:	swapicelli@duanemorris.com		
Correspondent Name:	Samuel W. Apicelli		
Address Line 1:	30 S. 17th Street		
Address Line 2:	Duane Morris LLP		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-4196		
ATTORNEY DOCKET NUMBER:	E8729-00002		
NAME OF SUBMITTER:	Samuel W. Apicelli		

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Signature:

/Samuel W. Apicelli/

Date:

11/26/2008

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, **Mother's Cake and Cookie Co.**, a corporation organized and existing under the laws of the State California and presently having a principal place of business at 67 Michigan Ave., Suite 200; Battle Creek, MI 49017 (hereinafter referred to as Assignor) is the owner of the entire right, title and interest in and to the following trademarks and the U.S. registrations and applications thereof:

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>ISSUED</u>
JUST LIKE HOMEMADE! (Design)	2,577,137	June 11, 2002
MILK LUNCH	1,668,707	December 17, 1991

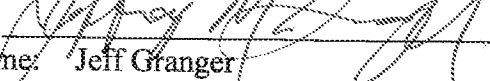
<u>TRADEMARK</u>	<u>APPLICATION NO.</u>	<u>FILED</u>
JUST LIKE HOMEMADE	77/495,408	June 10, 2008

WHEREAS, **Archway Cookies, LLC**, a corporation organized and existing under the laws of the Delaware and having a principal place of business at 67 Michigan Ave., Suite 200; Battle Creek, MI 49017 (hereinafter referred to as Assignee) is desirous of acquiring the entire right, title and interest in and to said trademarks and registrations and the assets of the business and the good will of the business in connection with which the aforesaid trademarks have been used;

NOW THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration the receipt and adequacy of which is hereby freely acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title and interest of Assignor in and to the trademarks and registrations, together with the business and the good will of the business in connection with which the trademarks and registrations have been used, and all claims, if any, which may have arisen thereunder prior to the date of this instrument.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed under seal by its duly authorized corporate officer all effective this 20th day of November, 2008

MOTHER'S CAKE & COOKIE CO.

By: 
Name: Jeff Granger
Title: Chief Restructuring Officer, duly authorized