

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Archway Cookies, LLC		12/08/2008	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Archway Bakeries LLC
<b>Street Address:</b>	14120 Ballantyne Corp. Place, Suite 350
<b>City:</b>	Charlotte
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	28277
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NORTH CAROLINA

**PROPERTY NUMBERS Total: 40**

Property Type	Number	Word Mark
Serial Number:	75247999	
Serial Number:	74137548	ARCHWAY
Serial Number:	74139450	ARCHWAY
Serial Number:	75759984	ARCHWAY HOME STYLE COOKIES
Serial Number:	74426000	COOKIE LEGENDS
Serial Number:	76589648	CRISPY CLASSICS
Serial Number:	75223024	CRISPYSTIX
Serial Number:	73755292	DELICIOUS
Serial Number:	77005549	DELICIOUS
Serial Number:	78622492	DOUBLE THICK
Serial Number:	73661446	FAWN FOODS
Serial Number:	74012955	FRACKERS
Serial Number:	73774125	FROOKIE
Serial Number:	73657991	FROOKIES

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Serial Number:	74166123	FROOKWICH
Serial Number:	73836615	FRUITINS
Serial Number:	72224646	FUDGE TOWN
Serial Number:	74079879	FUNKY MONKEYS
Serial Number:	78278098	GENERAL HENRY
Serial Number:	77495408	JUST LIKE HOMEMADE
Serial Number:	75846398	JUST LIKE HOMEMADE!
Serial Number:	72282031	LICKITY SPLITS
Serial Number:	71486795	MAMA'S
Serial Number:	75114118	MAMA'S
Serial Number:	74137671	MILK LUNCH
Serial Number:	71566113	MRS. ALISON'S
Serial Number:	74645756	MRS. ALISON'S
Serial Number:	74292620	MRS. ALISON'S COOKIES
Serial Number:	76477990	MRS. ALISON'S GREAT TASTE SINCE 1933
Serial Number:	72253336	ORANGE PUNCH
Serial Number:	74061733	REGENCY
Serial Number:	73779647	R.W. FROOKIE
Serial Number:	75111370	SALERNO
Serial Number:	75243716	SALERNO
Serial Number:	75499377	SANTA'S FAVORITES
Serial Number:	74297426	SCHOOLHOUSE COOKIES
Serial Number:	72203529	SCOOTER PIE
Serial Number:	72296238	SCOOTER-PUFFS
Serial Number:	71676840	SHUR-GOOD
Serial Number:	73762213	THE GOOD FOR YOU COOKIE

**CORRESPONDENCE DATA**

Fax Number: (704)557-8197  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 704-557-8143  
Email: eschuth@lance.com  
Correspondent Name: Edward H. Schuth  
Address Line 1: 14120 Ballantyne Corp. Place, Suite 350  
Address Line 4: Charlotte, NORTH CAROLINA 28277

NAME OF SUBMITTER:	Edward H. Schuth
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Signature:	/Edward H. Schuth/
Date:	01/06/2009
<b>Total Attachments: 7</b> source=Archway Cookies, LLC Assignment of Trademarks - US Execution Copy#page1.tif source=Archway Cookies, LLC Assignment of Trademarks - US Execution Copy#page2.tif source=Archway Cookies, LLC Assignment of Trademarks - US Execution Copy#page3.tif source=Archway Cookies, LLC Assignment of Trademarks - US Execution Copy#page4.tif source=Archway Cookies, LLC Assignment of Trademarks - US Execution Copy#page5.tif source=Archway Cookies, LLC Assignment of Trademarks - US Execution Copy#page6.tif source=Archway Cookies, LLC Assignment of Trademarks - US Execution Copy#page7.tif	

## ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (the "Assignment") effective the 8th day of December, 2008, is made by Archway Cookies, LLC, a Delaware limited liability company ("Assignor") to Archway Bakeries LLC, a North Carolina limited liability company ("Assignee").

Assignor desires to transfer and assign to the Assignee, and the Assignee desires to accept the transfer and assignment of, all of the Assignor's worldwide rights, title and interests in, to and under the Assignor's registered and unregistered domestic and foreign service marks, trademarks, trade dress, service mark applications, trademark applications, trade dress applications and trade names (collectively, the "Marks"), including the service marks, trademarks, trade dress, service mark applications, trademark applications, trade dress applications and trade names listed on Schedule A annexed hereto and incorporated herein by reference together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby transfer and assign to the Assignee all of the Assignor's worldwide rights, title and interests in, to and under the Marks, together with the translations, adaptations, derivations and combinations thereof, and any and all renewals and extensions thereof that may hereafter be secured, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

**[signatures appear on following page]**

The Assignor has caused its duly authorized officer to execute this Assignment as of the 6th day of December, 2008.

**"ASSIGNOR"**

**ARCHWAY COOKIES, LLC**

By: Jeffrey M. Granger  
Printed Name: Jeffrey M. Granger  
Title: Chief Restructuring Officer  
Date: December 6, 2008

**"ASSIGNEE"**

**ARCHWAY BAKERIES LLC**

By: \_\_\_\_\_  
Printed Name: Edward H. Schuth  
Title: General Counsel  
Date: \_\_\_\_\_

ESH The Assignor has caused its duly authorized officer to execute this Assignment as of the  
day of December, 2008.

**"ASSIGNOR"**

**ARCHWAY COOKIES, LLC**

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**"ASSIGNEE"**

**ARCHWAY BAKERIES LLC**

By: ESH \_\_\_\_\_

Printed Name: Edward H. Schuth \_\_\_\_\_

Title: General Counsel \_\_\_\_\_

Date: 12/8/08 \_\_\_\_\_

U.S. EXECUTION COPY

STATE OF Florida

COUNTY OF Hillsborough

On this 10<sup>th</sup> day of December, 2008, before, \_\_\_\_\_,  
personally appeared Jeff Granger of Archway Cookies, LLC, personally known to  
me (or proved to me on the basis of satisfactory evidence) to be the person whose name is  
subscribed to the within instrument and acknowledged to me that he executed the same in his  
authorized capacity and that by his signature on the instrument the entity upon behalf of which  
the person acted, executed the instrument.

Witness my hand and official seal.



Kristin Myers

COMMISSION #DD736634

EXPIRES: NOV. 26, 2011

WWW.AARONNOTARY.COM

Notary Public

A handwritten signature in black ink, appearing to read "Kristin Myers".

My Commission Expires: 11/26/2011

TRADEMARK

REEL: 003913 FRAME: 0727

STATE OF NORTH CAROLINA

COUNTY OF MECKLENBURG

On this 8<sup>th</sup> day of December, 2008, before, Lucretia Scott – Matthews, personally appeared Edward H. Schuth of Archway Bakeries LLC, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Lucretia Scott-Matthews  
Notary Public

My Commission Expires: 10/23/2010



Schedule A

Mark	Serial No.
DESIGN ONLY (Archway character)	75-247999
ARCHWAY	74-137548
ARCHWAY and Design	74-139450
ARCHWAY HOME STYLE COOKIES and Design	75-759984
COOKIE LEGENDS	74-426000
CRISPY CLASSICS	76-589648
CRISPYSTIX	75-223024
DELICIOUS	73-755292
DELICIOUS and Design	77-005549
DOUBLE THICK	78-622492
FAWN FOODS and Design	73-661446
FRACKERS	74-012955
FROOKIE	73-774125
FROOKIES	73-657991
FROOKWICH	74-166123
FRUITINS	73-836615
FUDGE TOWN	72-224646
FUNKY MONKEYS	74-079879
GENERAL HENRY	78-278098
JUST LIKE HOMEMADE	77-495408
JUST LIKE HOMEMADE! and Design	75-846398
LICKITY SPLITS	72-282031

Schedule A

Mark	Serial No.
MAMA'S (Stylized)	71-486795
MAMA'S	75-114118
MILK LUNCH	74-137671
MRS. ALISON'S (Stylized)	71-566113
MRS. ALISON'S	74-645756
MRS. ALISON'S COOKIES and Design	74-292620
MRS. ALISON'S GREAT TASTE SINCE 1933 and Design	76-477990
ORANGE PUNCH	72-253336
REGENCY	74-061733
R. W. FROOKIE and Design	73-779647
SALERNO	75-111370
SALERNO and Design	75-243716
SANTA'S FAVORITES	75-499377
SCHOOLHOUSE COOKIES and Design	74-297426
SCOOTER PIE	72-203529
SCOOTER-PUFFS	72-296238
SHUR-GOOD (Stylized)	71-676840
THE GOOD FOR YOU COOKIE	73-762213