

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Holsum Bakery, Inc.		02/11/2009	CORPORATION: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Flowers Bakeries Brands, LLC		
<b>Street Address:</b>	1919 Flowers Circle		
<b>City:</b>	Thomasville		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	31757		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2964417	FIESTA FARMS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)815-6555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	404-815-6500		
<b>Email:</b>	abounds@kilpatrickstockton.com		
<b>Correspondent Name:</b>	Alicia Grahm Jones		
<b>Address Line 1:</b>	1100 Peachtree Street		
<b>Address Line 2:</b>	Suite 350		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4530		
<b>ATTORNEY DOCKET NUMBER:</b>	FI001-367562		
<b>NAME OF SUBMITTER:</b>	Alicia Grahm Jones		
<b>Signature:</b>	/agj/		
<b>Date:</b>	02/13/2009		

OP \$40.00 2964417



IN THE PATENT AND TRADEMARK OFFICE  
BEFORE THE ASSIGNMENT DIVISION

Assignor: Holsum Bakery, Inc.  
Assignee: Flowers Bakeries Brands, LLC  
Registration No.: 2,964,417

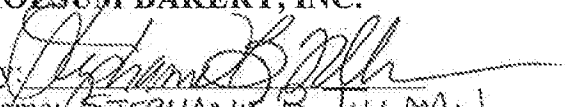
ASSIGNMENT

WHEREAS, Holsum Bakery, Inc. is the owner of Registration No. 2,964,417 of the mark FIESTA FARMS;

WHEREAS, Flowers Bakeries Brands, LLC wishes to acquire Registration No. 2,964,417, the mark underlying the registration, and the goodwill and any common law rights associated with the mark;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Holsum Bakery, Inc. assigns to Flowers Bakeries Brands, LLC Registration No. 2,964,417, the mark underlying the registration, and the goodwill and any common law rights associated with the mark.

**HOLSUM BAKERY, INC.**

By:   
Name: STEPHANIE B. TILLMAN  
Date: 2-11-09