

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
Southern Bakeries, Inc.		02/11/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Flowers Bakeries Brands, LLC		
Street Address:	1919 Flowers Circle		
City:	Thomasville		
State/Country:	GEORGIA		
Postal Code:	31757		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2090510	BUTTERCRUST	
Registration Number:	2760144	LAKESIDE MILL	
Registration Number:	3414309	RICH HARVEST	
Serial Number:	76414647	SUNRISE BAKERY	
CORRESPONDENCE DATA			
Fax Number:	(404)815-6555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-815-6500		
Email:	aljones@kilpatrickstockton.com		
Correspondent Name:	Alicia Grahn Jones		
Address Line 1:	1100 Peachtree Street		
Address Line 2:	Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309-4530		
ATTORNEY DOCKET NUMBER:	FI002-070027		
NAME OF SUBMITTER:	Alicia Grahn Jones		

OP \$115.00 2090510

TRADEMARK

Signature:

/agj/

Date:

02/13/2009

Total Attachments: 1

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IN THE PATENT AND TRADEMARK OFFICE
BEFORE THE ASSIGNMENT DIVISION

Assignor: Southern Bakeries, Inc.
Assignee: Flowers Bakeries Brands, LLC
Registration Nos.: 2,090,510
2,760,144
3,414,309
Application Serial No: 76/414,647

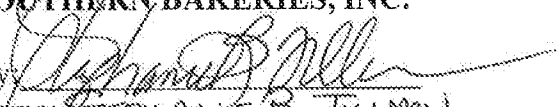
ASSIGNMENT

WHEREAS, Southern Bakeries, Inc. is the owner of Registration Nos. 2,090,510, 2,760,144, and 3,414,309 of the marks BUTTERCRUST, LAKESIDE MILL, and RICH HARVEST & Design and Application Serial No. 76/414,647 of the mark SUNRISE BAKERY;

WHEREAS, Flowers Bakeries Brands, LLC wishes to acquire Registration Nos. 2,090,510, 2,760,144, and 3,414,309 and Application Serial No. 76/414,647, the marks underlying the registrations and application, and the goodwill and any common law rights associated with those marks;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Southern Bakeries, Inc. assigns to Flowers Bakeries Brands, LLC Registration Nos. 2,090,510, 2,760,144, and 3,414,309 and Application Serial No. 76/414,647, the marks underlying those registrations and application, and the goodwill and any common law rights associated with those marks.

SOUTHERN BAKERIES, INC.

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