

**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 Bakeries LLC		07/16/2009	LIMITED LIABILITY COMPANY: NORTH CAROLINA

**RECEIVING PARTY DATA**

<b>Name:</b>	Lance Mfg. LLC
<b>Street Address:</b>	13024 Ballantyne Corp. Pl., Ste. 900
<b>Internal Address:</b>	Attn: Legal Dept.
<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: 39**

Property Type	Number	Word Mark
Registration Number:	2132678	
Registration Number:	1668706	ARCHWAY
Registration Number:	1671959	ARCHWAY
Registration Number:	2452523	ARCHWAY HOME STYLE COOKIES
Registration Number:	1867742	COOKIE LEGENDS
Registration Number:	3413586	CRISPY CLASSICS
Registration Number:	2211961	CRISPYSTIX
Registration Number:	1582820	DELICIOUS
Registration Number:	3267324	DELICIOUS
Registration Number:	3140669	DOUBLE THICK
Registration Number:	1544688	FAWN FOODS
Registration Number:	1612252	FRACKERS

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Registration Number:	1555978	FROOKIE
Registration Number:	1520007	FROOKIES
Registration Number:	1754579	FROOKWICH
Registration Number:	1618960	FRUITINS
Registration Number:	808624	FUDGE TOWN
Registration Number:	1742432	FUNKY MONKEYS
Registration Number:	2906458	GENERAL HENRY
Registration Number:	3653454	JUST LIKE HOMEMADE
Registration Number:	2577137	JUST LIKE HOMEMADE!
Registration Number:	845572	LICKITY SPLITS
Registration Number:	439154	MAMA'S
Registration Number:	2106597	MAMA'S
Registration Number:	1668707	MILK LUNCH
Registration Number:	539232	MRS. ALISON'S
Registration Number:	1965373	MRS. ALISON'S
Registration Number:	1755604	MRS. ALISON'S COOKIES
Registration Number:	3024080	MRS. ALISON'S GREAT TASTE SINCE 1933
Registration Number:	836407	ORANGE PUNCH
Registration Number:	1640703	REGENCY
Registration Number:	1561226	R.W. FROOKIE
Registration Number:	2071628	SALERNO
Registration Number:	2187261	SALERNO
Registration Number:	2263790	SANTA'S FAVORITES
Registration Number:	1802878	SCHOOLHOUSE COOKIES
Registration Number:	858047	SCOOTER-PUFFS
Registration Number:	615405	SHUR-GOOD
Registration Number:	1546643	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: 13024 Ballantyne Corp. Pl., Ste. 900  
Address Line 2: Attn: Legal Dept.  
Address Line 4: Charlotte, NORTH CAROLINA 28277

**TRADEMARK**

**REEL: 004070 FRAME: 0977**

ATTORNEY DOCKET NUMBER:	ARCHWAY TO LANCE MFG. LLC
NAME OF SUBMITTER:	Edward H. Schuth
Signature:	/Edward H. Schuth/
Date:	09/30/2009
<b>Total Attachments: 5</b> source=Archway to Lance Mfg. LLC -- Assignment of Trademark (signed for use with PTO filings)#page1.tif source=Archway to Lance Mfg. LLC -- Assignment of Trademark (signed for use with PTO filings)#page2.tif source=Archway to Lance Mfg. LLC -- Assignment of Trademark (signed for use with PTO filings)#page3.tif source=Archway to Lance Mfg. LLC -- Assignment of Trademark (signed for use with PTO filings)#page4.tif source=Archway to Lance Mfg. LLC -- Assignment of Trademark (signed for use with PTO filings)#page5.tif	

**ASSIGNMENT OF TRADEMARKS**

This Assignment of Trademarks (the "Assignment") effective the 16<sup>th</sup> day of July, 2009, is made by Archway Bakeries LLC, a North Carolina limited liability company ("Assignor") to Lance Mfg. 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 but not limited to the colors, graphics and overall appearance of packaging for each product Assignor and/or its predecessors in interest have made, advertised, offered for sale or sold in the United States, and each of 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.

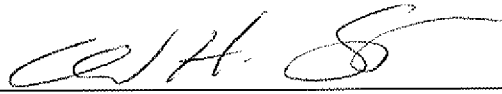
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby transfer and assign to the Assignee all of the Assignor's worldwide rights, title and interests in, to and under the Marks, together with the translations, adaptations, derivations and combinations thereof, including the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, and any and all renewals and extensions thereof that may hereafter be secured, 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]**

Executed this 16<sup>th</sup> day of July, 2009.

**“ASSIGNOR”**

**ARCHWAY BAKERIES LLC**

By: 

Printed Name: Edward H. Schuth

Title: General Counsel

**“ASSIGNEE”**

**LANCE MFG. LLC**

By: 

Printed Name: Edward H. Schuth

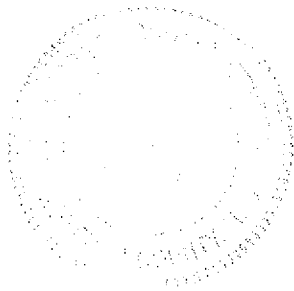
Title: General Counsel

STATE OF NORTH CAROLINA

COUNTY OF MECKLENBURG

On this 16<sup>th</sup> day of July, 2009, 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

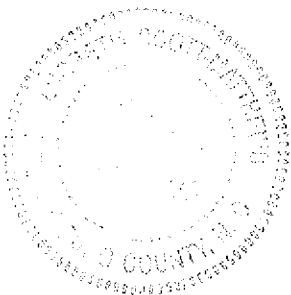
My Commission Expires: October 23, 2010

STATE OF NORTH CAROLINA

COUNTY OF MECKLENBURG

On this 16<sup>th</sup> day of July, 2009, before, Lucretia Scott-Matthews, personally appeared Edward H. Schuth of Lance Mfg. 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: October 23, 2010

**Schedule A**

<b>Mark</b>	<b>Registration No.</b>
(DESIGN ONLY)	2,132,678
ARCHWAY	1,668,706
ARCHWAY and Design	1,671,959
ARCHWAY HOME STYLE COOKIES and Design	2,452,523
COOKIE LEGENDS	1,867,742
CRISPY CLASSICS	3,413,586
CRISPYSTIX	2,211,961
DELICIOUS	1,582,820
DELICIOUS and Design	3,267,324
DOUBLE THICK	3,140,669
FAWN FOODS and Design	1,544,688
FRACKERS	1,612,252
FROOKIE	1,555,978
FROOKIES	1,520,007
FROOKWICH	1,754,579
FRUITINS	1,618,960
FUDGE TOWN	808,624
FUNKY MONKEYS	1,742,432
GENERAL HENRY	2,906,458
JUST LIKE HOMEMADE	3,653,454
JUST LIKE HOMEMADE! and Design	2,577,137
LICKITY SPLITS	845,572

**Schedule A cont.**

<b>Mark</b>	<b>Registration No.</b>
MAMA'S (Stylized)	439,154
MAMA'S	2,106,597
MILK LUNCH	1,668,707
MRS. ALISON'S (Stylized)	539,232
MRS. ALISON'S	1,965,373
MRS. ALISON'S COOKIES and Design	1,755,604
MRS. ALISON'S GREAT TASTE SINCE 1933 and Design	3,024,080
ORANGE PUNCH	836,407
REGENCY	1,640,703
R. W. FROOKIE and Design	1,561,226
SALERNO	2,071,628
SALERNO and Design	2,187,261
SANTA'S FAVORITES	2,263,790
SCHOOLHOUSE COOKIES and Design	1,802,878
SCOOTER-PUFFS	858,047
SHUR-GOOD (Stylized)	615,405
THE GOOD FOR YOU COOKIE	1,546,643