

**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>
Specialty Blending Co., LLC		10/15/2009	LIMITED LIABILITY COMPANY: IOWA
<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: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3455757	DURUWHITE	
Registration Number:	3410906	DURUWHITE	
Registration Number:	1114200		
Registration Number:	3630525		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)393-9279		
	<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>	Nichole E. Davis		
<b>Address Line 1:</b>	1100 Peachtree Street		
<b>Address Line 2:</b>	Suite 2800		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4528		
<b>ATTORNEY DOCKET NUMBER:</b>	FI001-070025		

**OP \$115.00 3455757**

**900145682**

**TRADEMARK  
 REEL: 004081 FRAME: 0162**

NAME OF SUBMITTER:	Nicole E. Davis
Signature:	/Nichole E. Davis/
Date:	10/20/2009
Total Attachments: 2 source=SPECIALTYASSIGNMENT#page1.tif source=SPECIALTYASSIGNMENT#page2.tif	

IN THE PATENT AND TRADEMARK OFFICE  
BEFORE THE ASSIGNMENT DIVISION

Assignor: Specialty Blending Co., LLC

Assignee: Flowers Bakeries Brands, LLC


ASSIGNMENT

WHEREAS, Specialty Blending Co., LLC is the owner of the registrations, applications, and the underlying trademarks identified in Exhibit A (the "Trademarks");


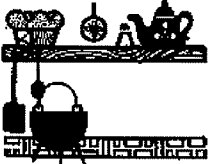
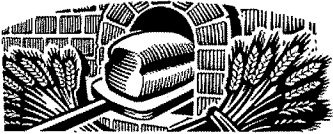
WHEREAS, Flowers Bakeries Brands, LLC wishes to acquire the Trademarks, the marks underlying the registrations and applications, and the goodwill and any common law rights associated with the marks;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Specialty Blending Co., LLC assigns to Flowers Bakeries Brands, LLC the Trademarks, the marks underlying the registrations and applications, and the goodwill and any common law rights associated with the marks.

SPECIALTY BLENDING CO., LLC

By:   
Name: Ryan M. Sullivan  
Date: October 15, 2009

Assignment A

Trademark	Reg. No./Serial No.
DURUWHITE	3,455,757
DURUWHITE & Design 	3,410,906
Hearth Logo 	1,114,200
Bread and Hearth Logo 	3,630,525