

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
Specialty Bakers, Inc.		09/14/2010	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Specialty Bakers LLC		
Street Address:	450 S. State Road		
City:	Marysville		
State/Country:	PENNSYLVANIA		
Postal Code:	17053		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1721800	SIMPLY ELEGANT DESSERTS	
Registration Number:	1718451	FRENCH KONES	
Registration Number:	1890640	SIMPLY ELEGANT DESSERTS	
Registration Number:	1662644	S SPECIALTY BAKERS	
Registration Number:	1319684	FRENCH TWIRL	
Registration Number:	1057839	COUNTRY BAKER	
CORRESPONDENCE DATA			
Fax Number:	(704)335-9674		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarks@parkerpoe.com		
Correspondent Name:	William Cannon		
Address Line 1:	401 S. Tryon St., Ste. 3000		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	120028		

OP \$165.00 1721800

NAME OF SUBMITTER:	William Cannon
Signature:	/William Cannon/
Date:	09/16/2010
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

ASSIGNMENT OF TRADEMARKS AND TRADE NAMES

WHEREAS, Specialty Bakers, Inc., a Pennsylvania Corporation, having an address of 450 S. State Road, Marysville, Pennsylvania 17053, has used and is using in its business the following names and marks set out in Schedule 1, attached hereto; and

WHEREAS, Specialty Bakers LLC, a Delaware limited liability company, having an address of 450 S. State Road, Marysville, Pennsylvania 17053, is desirous of acquiring all right, title and interest in and to the said names and marks together with the goodwill of the business associated and symbolized by the names and marks.

FOR GOOD AND VALUABLE CONSIDERATION, receipt of which is hereby acknowledged, the parties intending to be legally bound, agree as follows:

1. Specialty Bakers, Inc. hereby assigns to Specialty Bakers LLC all right, title and interest in and to the said names and marks set forth in the attached Schedule A, together with the goodwill of the business associated and symbolized by the said names and marks, and together with any and all interests, claims, causes of action and rights for damages and profits by reason of any past infringement or unauthorized use of said names and marks.

2. This Assignment is the only agreement between the parties with respect to its subject matter and there are no other agreements or understandings, express or implied. Specialty Bakers, Inc. agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request and expense of Specialty Bakers LLC which may be required in order to transfer all of Specialty Bakers, Inc.'s rights, title and interest in and to the names and marks set forth on Schedule A and/or the rights appurtenant thereto to Specialty Bakers LLC.

3. This Assignment is binding on the parties, their successors, heirs, assigns, related companies, and affiliates.

Specialty Bakers, Inc.

John A. Piotrowski
Name: JOHN A. PIOTROWSKI
Date: 9/14/10

Accepted by:
Specialty Bakers LLC

John A. Piotrowski
Name: JOHN A. PIOTROWSKI
Date: 9/14/10

SCHEDULE A - TRADEMARKS

Trademark Registrations		
Mark	Serial No.	Registration No.
SIMPLY ELEGANT DESSERTS	74/114,678	1,721,800
FRENCH KONES	74/114,651	1,718,451
SIMPLY ELEGANT DESSERTS	74/114,355	1,890,640
S SPÉCIALTY BAKERS	74/096,830	1,662,644
FRENCH TWIRL	73/475,254	1,319,684
COUNTRY BAKER	73/060,449	1,057,839