

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
Premier Bakers, Inc.		08/18/2010	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: 1			
Property Type	Number	Word Mark	
Registration Number:	1333464	NATURE'S GRAIN	
CORRESPONDENCE DATA			
Fax Number:	(404)393-9279		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-815-6500		
Email:	abounds@kilpatrickstockton.com		
Correspondent Name:	Alica Grahn Jones		
Address Line 1:	1100 Peachtree Street		
Address Line 2:	Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309-4528		
ATTORNEY DOCKET NUMBER:	F1001-070025		
NAME OF SUBMITTER:	Alicia Grahn Jones		
Signature:	/agj/		
Date:	09/27/2010		

OP \$40.00 1333464

Total Attachments: 1
source=ASSIGNMENT#page1.tif

IN THE PATENT AND TRADEMARK OFFICE
BEFORE THE ASSIGNMENT DIVISION

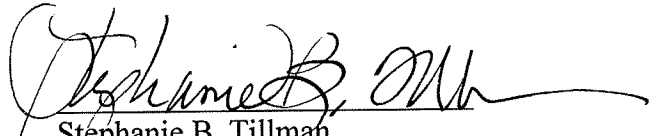
Assignor: Premier Bakers, Inc.
Assignee: Flowers Bakeries Brands, LLC
Registration No.: 1,333,464
Trademark: NATURE'S GRAIN

DECLARATION OF STEPHANIE B. TILLMAN

1. My name is Stephanie B. Tillman. I am Assistant Secretary of Flowers Bakeries Brands, LLC. The information set forth in this declaration is based on my personal knowledge and on documents maintained under my supervision.

2. On August 18, 2010, Premier Bakers, Inc. and Flowers Bakeries Brands, LLC entered an agreement concerning Premier Bakers, Inc.'s NATURE'S GRAIN mark. As a result of the agreement, ownership of Reg. No. 1333464, the NATURE'S GRAIN mark underlying the registration, and the mark's associated goodwill became vested in Flowers Bakeries Brands, LLC.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, declares that the facts set forth in this declaration are true; all statements made of her own knowledge are true; and that all statements made on information and belief are believed to be true.


Stephanie B. Tillman
Assistant Secretary
Flowers Bakeries Brands, LLC

Date: 9/23/10