

Form PTO-1594 (Rev. 01-09)  
OMB Collection 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**  
 Flowers Bakeries Brands LLC  
 1919 Flowers Circle  
 Thomasville Georgia 31757  
 Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: Delaware  
 Other \_\_\_\_\_  
 Citizenship (see guidelines) \_\_\_\_\_  
 Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**  Yes  
 Additional names, addresses, or citizenship attached?  No  
 Name: The Pillsbury Company, LLC  
 Internal \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Street Address: Number One General Mills Blvd.  
 City: Minneapolis  
 State: MN  
 Country: USA      Zip: 55426  
 Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship Delaware  
 Corporation      Citizenship \_\_\_\_\_  
 Other \_\_\_\_\_      Citizenship \_\_\_\_\_  
 If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)

**3. Nature of conveyance /Execution Date(s) :**  
 Execution Date(s) September 23, 2010  
 Assignment       Merger  
 Security Agreement       Change of Name;  
 Other \_\_\_\_\_

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**  
 A. Trademark Application No.(s) \_\_\_\_\_  
 B. Trademark Registration No.(s) 389,177  
 Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**  
PO-TA-DOH, Registration Date of July 29, 1941

**5. Name & address of party to whom correspondence concerning document should be mailed:**  
 Name: The Pillsbury Company, LLC  
 Internal Address: \_\_\_\_\_  
 Street Address: Number One General Mills Blvd  
 City: Minneapolis  
 State: MN      Zip: 55426  
 Phone Number: 763-764-4956  
 Fax Number: 763-764-2268  
 Email Address: trade.marks@genmills.com

**6. Total number of applications and registrations involved:** 1  
**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$ 40  
 Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**  
 Deposit Account Number 070900  
 Authorized User Name Jill Mitchell

**9. Signature:** Ruth M. Meger      10/5/10  
 Signature      Date  
Ruth M. Meger  
 Name of Person Signing  
 Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$40.00 070900 038917

ASSIGNMENT

WHEREAS, Flowers Bakeries Brands, LLC, a limited liability company organized under the laws of the State of Delaware, having a place of business at 1919 Flowers Circle, Thomasville, Georgia, 31757 has adopted and is the owner of the United States trademark registration number 389,177 for the trademark PO-TA-DOH, registered July 29, 1941; and

WHEREAS, The Pillsbury Company, LLC, a limited liability company of the state of Delaware having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426, inadvertently transferred the trademark in connection with the sale of the assets of its fresh bread concentrate business to an affiliate of Flowers Bakeries Brands, LLC in May of 2009 and is now desirous of acquiring said trademark registration.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Flowers Bakeries Brands, LLC does hereby assign unto The Pillsbury Company, LLC all of its rights, title and interest in and to the said trademark, together with the goodwill of the business symbolized by the trademark, and the registration therefore.

Flowers Bakeries Brands, LLC

7/28/10  
Name: \_\_\_\_\_

Title PRESIDENT

Date: 9/23/2010

Subscribed and sworn to before me

this 23<sup>rd</sup> day of Sept, 2010.

Deanne D Turner  
Notary Public

