

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fleischer's Bagels, Inc.		02/18/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bakewise Brands, Inc.		
Street Address:	1688 North Wayneport Road		
City:	Macedon		
State/Country:	NEW YORK		
Postal Code:	14502		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	2191953	FLEISCHER'S BAGELS	
Registration Number:	2936230	FLEISCHER'S	
Registration Number:	3006630	FLEISCHER'S BAGELS CARB TRIMMER	
Serial Number:	77892937	BLUE ROOSTER BAGEL SANDWICHES	
Serial Number:	77892957	BLUE ROOSTER BAGEL SANDWICHES	
Serial Number:	85231654	BAKEWISE	
Serial Number:	85231683	BAKEWISE	
Serial Number:	85231704	BAKEWISE	
Serial Number:	85231721	BAKEWISE	
Serial Number:	85233617	SO GOOD, YOU'D PUT YOUR NAME ON IT.	
Serial Number:	85233638	BAKEWISE BRANDS	
Serial Number:	85233654	BAKEWISE BRANDS	
Serial Number:	85233679	BAKEWISE BRANDS	
Serial Number:	85233699	BAKEWISE BRANDS	

CH \$365.00 2191953

CORRESPONDENCE DATA

Fax Number: (914)723-4301

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 914-723-4300

Email: rduff@lsllp.com

Correspondent Name: Renee L. Duff

Address Line 1: Lackenbach Siegel LLP

Address Line 2: One Chase Road

Address Line 4: Scarsdale, NEW YORK 10583

ATTORNEY DOCKET NUMBER:	FLEIS.GEN
NAME OF SUBMITTER:	Renee L. Duff
Signature:	/RLD/
Date:	04/04/2011
Total Attachments: 0	

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