

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hostess Brands, Inc.		09/12/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Boudin IP, Inc.		
Street Address:	221 Main Street, Suite 1250		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1500039	THE ORIGINAL SOURDOUGH SAN FRANCISCO SINCE 1856	
Registration Number:	1848412	AUTHENTIC SAN FRANCISCO SOURDOUGH SINCE 1856	
CORRESPONDENCE DATA			
Fax Number:	(415)989-1663		
Phone:	(415)391-4800		
Email:	tm@cpdb.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Coblentz, Patch, Duffy & Bass, LLP		
Address Line 1:	One Ferry Building, Suite 200		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Karen S. Frank		
Signature:	/ksf/		
Date:	09/20/2011		
Total Attachments: 2 source=hostessassignment#page1.tif source=hostessassignment#page2.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made as of September ___, 2011, by and between **HOSTESS BRANDS, INC.**, a Delaware corporation ("Assignor"), and **BOUDIN IP, INC.**, a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademarks THE ORIGINAL SAN FRANCISCO SOURDOUGH SINCE 1856 and AUTHENTIC SAN FRANCISCO SOURDOUGH SINCE 1856 and of United States Trademark Registrations Nos. 1,500,039 and 1,848,412, respectively, for the Trademarks (the "Registrations") along with the goodwill of the business symbolized by the Trademarks (the "Goodwill"); and

WHEREAS, Assignor desires to assign and transfer all of its right, title and interest in and to the Trademarks, the Registrations and the Goodwill to Assignee;

NOW, therefore, in consideration of the premises, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and sets over to Assignee, i) the entire right, title and interest in and to the Trademarks that it currently owns, ii) the Registrations and all registrations of the Trademarks and rights corresponding thereto throughout the world; (iii) all of the Goodwill; (iv) the right to sue for and recover damages and profits from past and future infringements of the Trademarks; and (v) the right to secure renewals, reissues and extensions of the Trademarks or Registrations thereof in the United States and throughout the world, all to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor further agrees, at the request of Assignee or its successor in interest, to do all lawful acts which may be required for obtaining or enforcing trademark rights in the Trademarks and to otherwise aid Assignee or its successor in interest in enforcing the rights in the Trademarks, all at the Assignee's expense.

This Assignment shall be binding upon the parties, their successors and/or assigns and all other acting by, through, with or under their direction, and all those in privity therewith.

Witness my hand this 12th day of September, 2011.

HOSTESS BRANDS, INC.

By Richard Seban
Name Richard Seban
Title CMO/EVP

STATE OF TEXAS

)
) ss.
)

DALLAS COUNTY

On September 12th, 2011 before me, Delana M Jones, Notary Public, personally appeared Richard Seban, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Delana M Jones
Signature of Notary Public

