

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
National Bakery, Inc.		11/28/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	National Pretzel Company, Inc.
Street Address:	2060 Old Philadelphia Pike
City:	Lancaster
State/Country:	PENNSYLVANIA
Postal Code:	17602
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	85282864	BAKED WITH TRADITION
Registration Number:	1872700	ANDERSON
Registration Number:	3818892	H-K ANDERSON ANDERSON PRETZELS FRESH BAKED PRETZELS EST 1888
Registration Number:	4048744	NATIONAL PRETZEL
Registration Number:	2955108	SHULTZ
Registration Number:	3027869	JAKE BAKED
Registration Number:	3011400	SALTY STIX
Registration Number:	3035119	
Registration Number:	2073096	LAURA SCUDDER'S
Registration Number:	1408774	OLD SAN FRANCISCO STYLE

CORRESPONDENCE DATA

Fax Number: (415)433-9434
 Phone: 415-433-1099

900208268

**TRADEMARK
 REEL: 004668 FRAME: 0753**

OP \$265.00 85282864

Email: bds@sfcounsel.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Brandon D. Smith

Address Line 1: 140 Geary Street, 7th Floor

Address Line 4: San Francisco, CALIFORNIA 94108

ATTORNEY DOCKET NUMBER:	BARBIERI.NBI
NAME OF SUBMITTER:	Brandon D. Smith
Signature:	/Brandon D. Smith/
Date:	11/30/2011

Total Attachments: 4

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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):

National Bakery, Inc.

- 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)

Additional names, addresses, or citizenship attached? Yes No

Name: National Pretzel Company, Inc.

Internal _____

Address: _____

Street Address: 2060 Old Philadelphia Pike

City: Lancaster

State: PA

Country: _____ Zip: 17602

- Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship Delaware
 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) November 28, 2011

- 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)

85282864

B. Trademark Registration No.(s)

1872700, 3818892, 4048744, 2955108, 3027869, 3011400, 3035119, 2073096, 1408774

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Anderson Word Mark, HK Anderson Logo, National Pretzel Logo, Baked with Tradition Word Mark, Shultz Word Mark, Jake Baked Word Mark, Salty Stix Word Mark, Container for Pretzel Design Logo, Laura Scudder's Word Mark, Old San Francisco Style Logo

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Brandon D. Smith and Heather G. Sapp

Internal Address: _____

Street Address: 140 Geary Street, 7th Floor

City: San Francisco

State: CA Zip: 94108

Phone Number: 415-433-1099

Fax Number: 415-433-9434

Email Address: bds@sfcounsel.com

6. Total number of applications and registrations involved:

10

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$265.00

- Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:

Heather G. Sapp
 Signature

November 30, 2011

Date

Heather G. Sapp, Attorney
 Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 4

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

**TRADEMARK
 REEL: 004668 FRAME: 0755**

TRADEMARK ASSIGNMENT

WHEREAS, National Bakery, Inc., a Delaware corporation (hereinafter referred to as ASSIGNOR), had adopted and owns the following registered trademarks and/or trademark applications:

1. "ANDERSON" Word Mark, USPTO Registration No. 1872700, in Class 030 for pretzels; and
2. H·K Anderson Anderson Pretzels Fresh Baked Pretzels Est 1888 Logo Mark, USPTO Registration No. 3818892, in Class 030 for bread products, namely, pretzels and bread sticks; and
3. (*Mexico*) H·K Anderson Anderson Pretzels Fresh Baked Pretzels Est 1888 Logo Mark, Mexican Registration No. 1224022, in Class 030 for bread products, namely, pretzels and bread sticks (translated into Spanish); and
4. National Pretzel Logo Mark, USPTO Registration No. 4048744, in Class 040 for Bakery services, namely, the manufacture of bakery products to order, including affiliate brands and/or customer private-label brands; manufacturing services in the field of pretzels and bread sticks; and
5. "BAKED WITH TRADITION" Word Mark, USPTO Serial No. 85282864, in Class 040 for bakery services, namely, the manufacture of bakery products to order, including affiliate brands and/or customer private-label brands; manufacturing services in the field of pretzels and bread sticks; and
6. "SHULTZ" Word Mark, USPTO Registration No. 2955108, in Class 030 for snack foods, namely pretzels; and
7. (*Mexico*) "SHULTZ" Word Mark, Mexican Registration No. 1218775, in Class 030 for snack foods, namely pretzels (translated into Spanish); and
8. (*New Zealand*) "SHULTZ" Word Mark, New Zealand Application No. 843042, in Class 030 for snack foods, namely pretzels; and
9. "JAKE BAKED" Word Mark, USPTO Registration No. 3027869, in Class 030 for pretzels; and
10. "SALTY STIX" Word Mark, USPTO Registration No. 3011400, in Class 030 for pretzels; and
11. Container for Pretzels Design Logo Mark, USPTO Registration No. 3035119, in Class 030 for pretzels; and

12. "LAURA SCUDDER'S Word Mark, USPTO Registration No. 2073096, in Class 030 for pretzels and breadsticks; and
13. Old San Francisco Style Logo Mark, USPTO Registration No. 1408774, in Class 030 for bakery goods, namely, bread sticks and sour dough bread snacks

All of the above trademarks, and any other trademarks registered or owned by Assignor, worldwide, collectively referred to herein as, the "Trademarks."

WHEREAS, National Pretzel Company, Inc., a Delaware corporation (hereinafter ASSIGNEE), is desirous of acquiring all rights, title and interest in and to said Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and convey to ASSIGNEE, and to ASSIGNEE's successors and assigns, ASSIGNOR'S entire right, title and interest in and to the said Trademarks, including but not limited to all of ASSIGNOR'S common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said Trademarks, and the right to sue for past infringements thereof.

Dated: November 28, 2011

NATIONAL BAKERY, INC., a Delaware corporation

By: 
Stephen R. Barbieri, Secretary

S:\DOCUMENT\Barbieri\National Bakery-Owned Trademarks\Trademark Assignment (NB1 Marks to NPC).doc

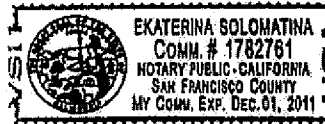
State of California
County of San Francisco

On November 28, 2011 before me, EKATERINA SOLOMATINA Notary Public, personally
appeared Stephen R. Barbieri

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature ll