

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM652490

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Koffee Kup Bakery, Inc.		06/07/2021	Corporation: VERMONT
Vermont Bread Company		06/07/2021	Corporation: VERMONT
Superior Bakery, Inc.		06/07/2021	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: 17

Property Type	Number	Word Mark
Registration Number:	1656387	
Registration Number:	2806178	EATING WELL NEVER TASTED SO GOOD
Registration Number:	1636564	VERMONT BREAD COMPANY
Registration Number:	2836749	KASANOF'S SINCE 1898
Registration Number:	2290177	KASANOF'S
Registration Number:	2345671	KASANOF'S
Registration Number:	1208766	MATTHEW'S ALL NATURAL EST. 1979
Registration Number:	2165741	MATTHEW'S ALL NATURAL
Registration Number:	2272349	MATTHEW'S ALL NATURAL
Registration Number:	5957526	MATTHEW'S
Registration Number:	5844377	MATTHEW'S
Registration Number:	1534526	THE BAKER
Registration Number:	5854557	THE BAKER
Registration Number:	4266554	MR. CRULLER
Registration Number:	5616195	KOFFEE KUP BAKERY
Registration Number:	3017441	VERMONT BREAD COMPANY
Serial Number:	90457412	MATTHEW'S NEW ENGLAND MADE

CH \$440.00 1656387

CORRESPONDENCE DATA**Fax Number:** 2165790212*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.***Phone:** 404-581-8047**Email:** kthorne@jonesday.com, pcyngier@jonesday.com**Correspondent Name:** Katherine G. Thorne/Jones Day**Address Line 1:** 1221 Peachtree Street, N.E., Suite 400**Address Line 4:** Atlanta, GEORGIA 30361**ATTORNEY DOCKET NUMBER:** 974799-Flowers**NAME OF SUBMITTER:** Katherine G. Thorne**SIGNATURE:** /Katherine G. Thorne/**DATE SIGNED:** 06/08/2021**Total Attachments: 5**

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Assignment"), dated June 7 2021, is entered into by and between Koffee Kup Bakery, Inc., a Vermont corporation, Vermont Bread Company, a Vermont corporation, and Superior Bakery, Inc., a Delaware corporation (collectively, the "Assignors"), and Flowers Bakeries Brands, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignors own federal registration and common law rights for the trademarks identified on Exhibit A hereto (the "Marks"); and

WHEREAS, Assignors desire to assign its full right, title and interest in the Marks, and the goodwill of the business symbolized by the Marks, to Assignee.

NOW, THEREFORE, for one Dollar and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignors hereby assign to Assignee: all of Assignor's right, title and interest in and to the Marks, including all common law rights in the Marks, together with that part of the goodwill of the business connected with the use of, and symbolized by, the Marks; all causes of action, past, present and future, for infringement of the Marks or other violations of the rights assigned hereunder; and all rights it may have to seek other registrations of the Marks in all jurisdictions throughout the world.

Assignors also hereby agree that they will, at Assignee's request and expense, use commercially reasonable efforts to execute and deliver to Assignee such other instruments and documents, and take such other actions as the parties hereto may reasonably deem necessary for Assignee to effect, evidence, record and perfect the transfer and assignment contemplated by this Assignment.

Electronic mail, facsimile and .pdf signatures to this Assignment will be as legally binding and considered in all manner and respects as original signatures.

[SIGNATURES ON FOLLOWING PAGE]

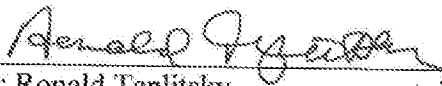
IN WITNESS WHEREOF, Assignors and Assignee have caused this instrument to be executed, effective as of the date first written above.

Assignors

KOFFEE KUP BAKERY, INC.,
VERMONT BREAD COMPANY, AND
SUPERIOR BAKERY, INC.

Assignee

FLOWERS BAKERIES BRANDS, LLC


By: Ronald Teplitsky
Title: Receiver of the Assets of Koffee Kup
Bakery, Inc., Vermont Bread Company and
Superior Bakery, Inc.

By:
Title:

[Signature Page to Trademark Assignment Agreement]

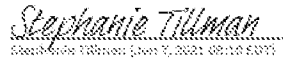
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Assignors

KOFFEE KUP BAKERY, INC.,
VERMONT BREAD COMPANY, AND
SUPERIOR BAKERY, INC.

Assignee

FLOWERS BAKERIES BRANDS, LLC


Stephanie B. Tillman (June 7, 2021 08:10:53)

By: Ronald Teplitsky
Title: Receiver of the Assets of Koffee Kup
Bakery, Inc., Vermont Bread Company and
Superior Bakery, Inc.

By: Stephanie B. Tillman
Title: Assistant Secretary

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 007319 FRAME: 0901

Exhibit A

Trademarks:

1. Miscellaneous Design, USPTO Registration No. 1,656,387.
2. EATING WELL NEVER TASTED SO GOOD, USPTO Registration No. 2,806,178.
3. VERMONT BREAD COMPANY, USPTO Registration No. 1,636,564.
4. KASANOF'S SINCE 1898 and Design, USPTO Registration No. 2,836,749.
5. KASANOF'S, USPTO Registration No. 2,290,177.
6. KASINOF'S and Design, USPTO Registration No. 2,345,671.
7. MATTHEW'S ALL NATURAL EST. 1979 and Design, USPTO Registration No. 1,208,766.
8. MATTHEW'S ALL NATURAL, USPTO Registration No. 2,165,741.
9. MATTHEW'S ALL NATURAL and Design, USPTO Registration No. 2,272,349.
10. MATTHEW'S and Design, USPTO Registration No. 5,957,526.
11. MATTHEW'S, USPTO Registration No. 5,844,377.
12. MATTHEW'S NEW ENGLAND MADE and Design, USPTO Application Serial No. 90,457,412.
13. THE BAKER and Design, USPTO Registration No. 1,534,526.
14. THE BAKER and Design, USPTO Registration No. 5,854,557.
15. MR. CRULLER and Design, USPTO Registration No. 4266554.
16. KOFFEE KUP BAKERY, and Design, USPTO Registration No. 5,616,195.
17. MISCELLANEOUS DESIGN (MILL DESIGN), USPTO Registration No. 1,656,387.

18. VERMONT BREAD COMPANY, USPTO Registration No. 3,017,441.

