

FORM PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)
M&G 14066 123US01

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Olson Communications, Inc.

Individuals
 General Partnership
 Corporation-State of Illinois
 Other: _____

Association
 Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Edwards Baking Company
6875 Jimmy Carter Boulevard, Suite 3200
Norcross, Georgia 30071

3. Nature of conveyance:
 Assignment
 Security Agreement
 Other: _____

Merger
 Change of Name

Execution Date: July 10, 2002

Individual(s) citizenship
 General Partnership
 Corporation-State of Georgia
 Other: _____

Association
 Limited Partnership

If assignee is not domiciled in the United States, a domestic representative designation is attached
 Yes No
(Designations must be separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or trademark number(s):
A. Trademark Application No.(s)/ Mark(s)

B. Trademark Reg. No.(s)/Mark(s)
2,533,953 - CULINARY HARVEST

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **Gregory C. Golla**
Address: **MERCHANT & GOULD P.C.**
P.O. Box 2910
Minneapolis, MN 55402-0910

6. Total number of applications and trademarks involved: **1**

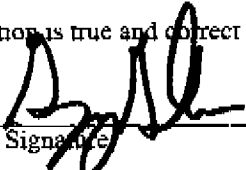
7. Total fee (37 CFR 3.41): **\$40.00**
 Enclosed
 Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number. **13-2725**

DO NOT USE THIS SPACE

9. Statement and signature:
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Gregory C. Golla
Name of Person Signing


Signature

September 9, 2002
Date

Total number of pages including cover sheet, attachments, and document: **3**

Do not detach this portion

Mail documents to be recorded with required cover sheet information to

Commissioner for Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503

TRADEMARK ASSIGNMENT

WHEREAS, Olson Communications, Inc. an Illinois Corporation, located at 445 West Erie Street Suite 109, Chicago, IL ("Assignor") acquired the right in and to the mark "CULINARY HARVEST" (the "Mark") and the corresponding registration No. 2,533,953, registered January 29, 2002;

WHEREAS, prior to the effective date of this Assignment, Assignor was the owner of the entire right, title and interest in the Mark, free and clear of any liens and encumbrances, and the Assignor was the owner of the federal trademark registration for the Mark, Registration No. 2,533,953, registered January 29, 2002; and

WHEREAS, Edwards Baking Company, a Georgia Corporation, located at 6875 Jimmy Carter Boulevard, Suite 3200, Norcross, GA ("Assignee"), is desirous of confirming that it has acquired from Assignor all right, title and interest in and to said Mark and trademark registration, and associated goodwill;

NOW THEREFORE, said Assignor hereby confirms and ratifies the assignment of rights stated herein effective as of July 10, 2002, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, has sold, assigned and transferred, and by these presents does sell, assign and transfer, nunc pro tunc, unto said Assignee, its successors or assigns, its entire right, title and interest, worldwide in and to said Mark, said U.S. registration and all common law trademark rights in said Mark, and with the goodwill and other incidents of its business associated with or symbolized by said Mark, effective July 10, 2002. Assignor agrees to take all actions, execute additional documents and to otherwise cooperate as requested by

Assignee as is necessary or reasonable to assign, transfer, perfect, record, maintain, register or enforce the rights of Assignee in and to the Mark, at the expense of Assignee.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative.

Olson Communications, Inc.

By: Sharon M Olson

SHARON M. OLSON PRESIDENT
Name and Title

Dated: 7/10/02

State of Illinois)

County of DuPage)

On this 10th of July, 2002, before me personally appeared the person described in and who executed the foregoing instrument, and being first duly sworn, stated that s/he had authority to sign the above Agreement, on his/her Company's behalf and that s/he did so of his/her free will, and s/he duly acknowledged to me that s/he executed the same for the uses and purposes therein set forth.

Deborah D Jackson
Notary Public

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