

Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇨⇨⇨

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

1. Name of conveying party(ies):
Roskam Baking Company

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____

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

2. Name and address of receiving party(ies)

Name: Starr Puff Bakery, LLC
Internal Address: _____
Address: _____

Street Address: 4880 Corporate Exchange Boulevard, S.E.
City: Grand Rapids State: MI Zip: 49512

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 Other _____

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: April 28, 2004

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
76/273,170 filed on June 18, 2001

Additional number(s) attached Yes No

B. Trademark Registration No.(s)

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

Name: Marcus P. Dolce
Internal Address: _____
Price, Heneveld, Cooper, DeWitt & Litton LLP

Street Address: Post Office Box 2567

City: Grand Rapids State: MI Zip: 49501

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40.00

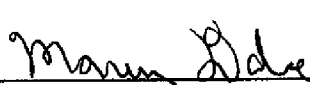
Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
16-2463

(Attach duplicate copy of this page if paying by deposit account)

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.

Marcus P. Dolce  4/29/04
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Mail Stop Assignment Recordation Services
Director of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

700081486

TRADEMARK
REEL: 002844 FRAME: 0017

CH \$40.00 162463 76273170

Atty. Docket No. STA22 T-300

ASSIGNMENT OF TRADEMARK AND ASSOCIATED GOODWILL

In the Matter of:

Mark : MIDNIGHT STARR
Serial No. : 76/273,170
Filing Date : June 18, 2001

This is an Assignment of the above-identified trademark, trademark application and a portion of business to which the trademark pertains from Roskam Baking Company, having a principal place of business at 4880 Corporate Exchange Boulevard, S.E., Grand Rapids, Michigan 49512 to Starr Puff Bakery, LLC, having a mailing address of 4880 Corporate Exchange Boulevard, S.E., Grand Rapids, Michigan 49512.

WHEREAS, on June 18, 2001, Roskam Baking Company filed the above-identified intent-to-use trademark application for the mark MIDNIGHT STARR for use on bakery goods, referred to hereinafter as "THE PRODUCT;"

WHEREAS, Roskam Baking Company thereafter began the ongoing business of developing THE PRODUCT, for the ultimate purpose of sale of THE PRODUCT;

WHEREAS, Starr Puff Bakery, LLC was desirous of acquiring all rights in and to said pending trademark application along with the ongoing business associated with THE PRODUCT;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Roskam Baking Company hereby sells, assigns and transfers to Starr Puff Bakery, LLC all right, title and interest in and to the MIDNIGHT STARR trademark, together with the goodwill symbolized by the Mark, and the registration thereof, *nunc pro tunc*, including all right, title and interest in and to ongoing business of developing THE PRODUCT and all right, title and interest in said United States Trademark Serial No. 76/273,170.

Witness:

Authorized Officer:

Date:

4-28-04

Robert O. Roskam
President
Roskam Baking Company