

09-15-1999

FORM P (Rev. 6-93)

ECO



U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

OMB No. (

101145900

Atty Docket No. F1001/166115

09-07-1999

U.S. Patent & TMO/TM Mail Rcpt Dt. #30

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

1. Name of conveying party(ies):

Flowers Bakeries Brands, Inc.

Memo 9/17/99

- Individuals(s)
- General Partnership
- Corporation-State South Carolina
- Other
- Association
- Limited Partnership

Additional names(s) of conveying party(ies) attached Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 30, 1998

2. Name and address of receiving party(ies)

Name: Mrs. Smith's Brands, Inc.

Internal Address:

Street Address: 1923 Flowers Circle

City: Thomasville State: GA Zip: 31757

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

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

4. Application numbers(s) or patent numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,824,538 COTTONTAILS
1,824,539 COTTONTAILS and Design

Additional numbers attached? Yes No

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

Name: Sharan B. Flexner

Internal Address: Kilpatrick Stockton LLP

Suite 2800

Street Address: 1100 Peachtree Street

City: Atlanta State: GA Zip: 30309-4530

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:

11-0860

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.

Sharan B. Flexner
Name of Person Signing

Signature

Sharan B. Flexner

Date

8-31-99

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

09/13/1999 HTM111
00000318 824538
40-99 DP
25-00 DP

TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into this 30th day of July 1998, between **Flowers Bakeries Brands, Inc.**, a South Carolina corporation (as successor by merger of Flowers Bakeries Brands, Inc., a Delaware corporation, formerly known as Flowers Bakeries, Inc.) located at 1925 Flowers Circle, Thomasville, Georgia 31757, ("**Assignor**"), and **Mrs. Smith's Brands, Inc.**, a South Carolina corporation located at 1923 Flowers Circle, Thomasville, Georgia 31757 ("**Assignee**"):

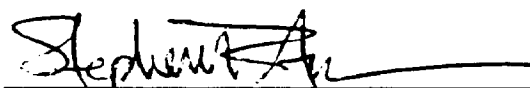
WHEREAS, Assignor has adopted and used in the United States the trademarks reflected in the Schedule attached hereto ("**Marks**") in connection with its business, and is the owner of the Marks, and of the federal registrations or applications for the Marks shown in said Schedule; and

WHEREAS, Assignor has agreed to assign its entire interest in the marks to assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all rights, title and interest in and to the Marks, including all pending applications and registrations, together with the good will of the business symbolized by the Marks, and all causes of action and claims based on past actions or infringement related to the Marks.

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

By:



Stephen R. Avera, Esq.
Vice President