

06-14-2002



102123486

OFFICE OF U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK
307 JUN 11 PM 12:51
FINANCE SECTION

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New **6-11-02**
 Resubmission (Non-Recordation)
Document ID #
 Correction of PTO Error
Reel # Frame #
 Corrective Document
Reel # Frame #

Conveyance Type

Assignment License
 Security Agreement Nunc Pro Tunc Assignment
 Merger
Effective Date
Month Day Year
 Change of Name
 Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
06 18 1998

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association
 Other
 Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

Individual General Partnership Limited Partnership
 Corporation Association
 Other
 Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

06/13/2002 6TON11 00000179 74672531

FOR OFFICE USE ONLY

01 FC:481 40.00 00
02 FC:482 2825.00 00

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002519 FRAME: 0585

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="74/672531"/>	<input type="text" value="74/673,116"/>	<input type="text" value="74/687,543"/>
<input type="text" value="74/501832"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1601221"/>	<input type="text" value="1315995"/>	<input type="text" value="1071913"/>
<input type="text" value="212111"/>	<input type="text" value="1315991"/>	<input type="text" value="1832359"/>
<input type="text" value="1322445"/>	<input type="text" value="1903721"/>	<input type="text" value="677062"/>

Number of Properties Enter the total number of properties involved.

#

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account
(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

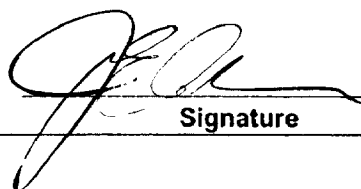
Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Jo E. Osborn

Name of Person Signing



Signature

May 29, 2002

Date Signed

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

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Name

DBA/AKATA

Composed of

Address (line 1)

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Address (line 3)
City State/Country Zip Code

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Trademark Application Number(s)

Registration Number(s)

74/678,784	74/664,930	74/678,920
74/674,901	74/673,434	74/596,754
74/596753	74/583,736	74/606,442
74/642,266		

771189	1787585	846,384
1756278	620962	1139714
1564871	1124989	1321079
1321077	1849526	1651205
1092426	1105259	1038248
1739181	1843820	1386947
1215107	1682462	1183159

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

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OMB 0651-0027

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Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Mark if additional numbers attached

Trademark Application Number(s)

Registration Number(s)

74/651,210	74/713,847	74/673,115
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

672280	1343031	894295
1275391	1274495	977788
221594	844688	1713946
959987	757852	696150
1553949	689611	1681638
1457634	1825911	707871
648660	818386	1760101

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

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OMB 0651-0027

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Trademark Application Number(s)

Registration Number(s)

74/542,917	74/602,795	74/602,796
74/603,818	74/269,991	74/645,343
74/664,692	74/651,934	

1810155	985592	848269
1258759	1794388	1071073
1326232	656,536	1,603,952
1742449	1635629	1601223
1811634	1719565	644844
587813	1601222	1049770
905611	1553952	217591

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
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Trademark Application Number(s)

Registration Number(s)

74/271,113	74-377,174	74-603,981
74-615,445	74-646,666	74-602,873
74-583,150	74-331,269	74-331,020
75-021608	75-021590	

687297	765206	1735776
1520021	1564872	

RELEASE OF TRADEMARK SECURITY AGREEMENT

THIS RELEASE, dated as of June 18, 1998 (this "Release"), is made by The Bank of Nova Scotia, as Administrative Agent, acting in its capacity as secured party (in such capacity, the "Secured Party") under that certain Trademark Security Agreement, dated as of January 26, 1996 (as amended, supplemented, amended and restated, or otherwise modified from time to time, the "Trademark Security Agreement"), between Keebler Company, a Delaware corporation (the "Debtor"), and the Secured Party, which Trademark Security Agreement was recorded in the records of the United States Patent and Trademark Office;

W I T N E S S E T H:

WHEREAS, pursuant to the Trademark Security Agreement, the Debtor granted to the Secured Party a continuing security interest in, among other things, all of the Debtor's United States trademarks and trademark applications, including the trademarks set forth on Attachment 1 hereto (the "Trademarks");

WHEREAS, the Secured Party wishes to: (i) terminate the Trademark Security Agreement against the Trademarks identified in Attachment 1 hereto, as recorded with the United States Patent and Trademark Office; (ii) release all of its security interest covering the Trademarks; (iii) restore all right, title and interest in and to the Trademarks to the Debtor; and (iv) dissolve any and all liens and encumbrances respecting the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Secured Party does hereby release its security interest in all of the trademarks of the Debtor, including the Trademarks set forth on Attachment 1 hereto, and discharges, quit claims and relinquishes unto the Debtor (in each case without recourse and without any representation or warranty) any and all rights, title and interest it has in and to the Trademarks, and more particularly hereby releases the security interest granted to the Secured Party in the Trademarks which was recorded in the United States Patent and Trademark Office.

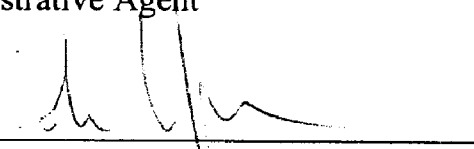
IN WITNESS WHEREOF, the Secured Party has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the day and year first above written.

THE BANK OF NOVA SCOTIA,
as Administrative Agent

By: _____

Name:

Title:


JOHN HOPMANS
MANAGING DIRECTOR

MARK	CTRY	DIV	ATTY	CASE NUMBER	OWNER	STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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3 STEP SW STYLE CRAC

USA KBLR LJM 532 KBLR PENDING
 APPLN DT/NO: 04MAY95 RENEWAL BASE DT: SEC 8/15:
 74/672,531 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Use Appl. mailed 5/2/95. Date 1st use 2/1/95 -
 commerce 3/20/95
 REG USERS: Keebler Company
 GOODS: Crackers

4 STEP SW STYLE CRAC

USA KBLR LJM 533 KBLR PENDING
 APPLN DT/NO: 04MAY95 RENEWAL BASE DT: SEC 8/15:
 74/673,116 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Use appl. mailed 5/2/95. Date 1st use 2/1/95 -
 commerce 3/20/95 or before.
 REG USERS: Keebler Company
 GOODS: Crackers

ACCENT YOUR APPETIZERS

USA KBLR LJM 585 KBLR PENDING
 APPLN DT/NO: 12JUN95 RENEWAL BASE DT: SEC 8/15:
 74/687,543 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Intent to Use Appl. mailed 6/7/95
 REG USERS: Keebler Company
 GOODS: Crackers (Toasted)

BABY BEARS

USA KBLR JS 216 KBLR REGISTERED 1,601,221 12JUN
 12JUN90
 APPLN DT/NO: 30OCT89 RENEWAL BASE DT: 12JUN90 SEC 8/15:
 834,799 AFF USE DT: 12DEC95
 CLASS: 46 30 AGENT:
 REG USERS: Keebler Company
 GOODS: Cookies

~~BAKER ELVES~~

~~USA KBLR 589 KBLR
 APPLN DT/NO: RENEWAL BASE DT: SEC 8/15:
 AFF USE DT:
 REMARKS: Preliminary Applications prepared - not yet filed
 REG USERS: Keebler Company
 GOODS: Cookies~~

Legend

"REG USERS" means Record Owner

The crossed out trademarks are abandoned, expired, cancelled or Keebler Company is not the record owner.

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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BUTTERCUP

USA	KBLR	RCM	23	KBLR REGISTERED	1,315,995 22JAN85	22JAN05
APPLN DT/NO:		02MAR83		RENEWAL BASE DT:	22JAN85	SEC 8/15: Y
		415,515				AFF USE DT:
CLASS:		46 30		AGENT:		
REMARKS: First used in commerce 1928.						
REG USERS: Keebler Company						
GOODS: Cookies						

CHEDO

USA	KBLR	RCM	5	KBLR REGISTERED	1,071,913 23AUG77	23AUG97
APPLN DT/NO:		11NOV76		RENEWAL BASE DT:	23AUG77	SEC 8/15: Y
		106,272				AFF USE DT:
CLASS:		46 30		AGENT:		
REG USERS: Keebler Company						
GOODS: Crackers						

CHEESE SNAX

USA	KBLR	RCM	7	KBLR REGISTERED	212,111 27APR26	27APR06
APPLN DT/NO:		30NOV25		RENEWAL BASE DT:	27APR26	SEC 8/15: Y
		224,005				AFF USE DT:
CLASS:		46		AGENT:		
REG USERS: Keebler Company						
GOODS: Crackers						

CHIPS DELUXE

USA	KBLR	RCM	9	KBLR REGISTERED	1,315,991 22JAN85	22JAN05
APPLN DT/NO:		28JAN83		RENEWAL BASE DT:	22JAN85	SEC 8/15: Y
		411,366				AFF USE DT:
CLASS:		46 30		AGENT:		
REMARKS: No claim is made to the exclusive right to use "Chips", apart from the mark as shown						
REG USERS: Keebler Company						
GOODS: Cookies						

CHIPS DELUXE BAKERY CRISP

USA	KBLR	JS	338	KBLR REGISTERED	1,832,359 19APR94	19APR04
APPLN DT/NO:		06MAR92		RENEWAL BASE DT:	19APR94	SEC 8/15:
		252,813				AFF USE DT: 19OCT99
CLASS:		30		AGENT:		
REMARKS: No claim is made to the exclusive right to use "chips" apart from mark						
REG USERS: Keebler Company						
GOODS: Cookies						

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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CHIPS DELUXE CREME BETWEENES

USA KBLR JS 309 KBLR PENDING
 APPLN DT/NO: 74/501832 RENEWAL BASE DT: SEC 8/15:
 CLASS: 46 30 AGENT: AFF USE DT:
 REMARKS: Intent to Use Appl. mailed 3/15/Published 5/223/95.
 Disclaimed "Chips".
 REG USERS: Keebler Company
 GOODS: Cookies

CHIPS DELUXE CREME BETWEENES

USA KBLR JS 332 KBLR PENDING
 APPLN DT/NO: 74/501832 RENEWAL BASE DT: SEC 8/15:
 CLASS: 46 30 AGENT: AFF USE DT:
 REMARKS: Intent to Use Appl. mailed 3/15/Published 5/23/95.
 Disclaimed "Chips".
 REG USERS: Keebler Company
 GOODS: Cookies

CHIPSTES

USA KBLR RCM 11 KBLR REGISTERED 1,322,445 26FEB05
 26FEB85
 APPLN DT/NO: 13JUN84 RENEWAL BASE DT: 26FEB85 SEC 8/15:
 484,923 AFF USE DT: 26AUG90
 CLASS: 46 30 AGENT:
 REG USERS: Keebler Company
 GOODS: Cookies

CHOCOLATE LOVERS CHIPS DELUXE

USA KBLR JS 447 KBLR REGISTERED 1,903,721 04JUL05
 04JUL95
 APPLN DT/NO: 12OCT93 RENEWAL BASE DT: 04JUL95 SEC 8/15:
 74/445,502 AFF USE DT: 04JAN96
 CLASS: 46 30 AGENT:
 ACTIONS: 070400
 REMARKS: Intent to Use Appl. mailed 10/5/93.
 Appl. of Use mailed 12/20/94. Pub. 9/6/94. Disclaimed "choc
 late" and "chips"
 REG USERS: Keebler Company
 GOODS: Cookies

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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CHOCOLATE SUPREMES

USA KBLR JS 401 KBLR SUSPENDED
 APPLN DT/NO: 17FEB93 RENEWAL BASE DT: SEC 8/15:
 359,701 AFF USE DT:
 CLASS: 30 46 AGENT:
 REMARKS: Suspended 8/24/94 due to Nabisco's appl. for Pecan Supremes.
 On 6/29/95 TTAB cancelled Keebler's Supreme TM.
 REG USERS: Keebler Company
 GOODS: Cookies

CINNAMON CRISP

USA KBLR RCM 13 KBLR REGISTERED 677,062 14APR99
 14APR59
 APPLN DT/NO: 31MAR58 RENEWAL BASE DT: 14APR59 SEC 8/15: Y
 48,890 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Disclaims the word "Cinnamon" except as part of the
 mark as shown.
 REG USERS: Keebler Company
 GOODS: Dry Bakery Product - namely, flavored, sweet crackers

CLASSIC COLLECTION

USA KBLR LJN 557 KBLR PENDING
 APPLN DT/NO: 22MAY95 RENEWAL BASE DT: SEC 8/15:
 74/678,784 AFF USE DT:
 CLASS: 30 46 AGENT:
 REMARKS: Intent to Use Appl. mailed 5/16/95.
 REG USERS: Keebler Company
 GOODS: Cookies

CLUB

USA KBLR RCM 14 KBLR REGISTERED 771,189 09JUN04
 09JUN64
 APPLN DT/NO: 24SEP62 RENEWAL BASE DT: 09JUN64 SEC 8/15: Y
 153,840 AFF USE DT:
 CLASS: 46 30 AGENT:
 REG USERS: Keebler Company
 GOODS: Crackers

COMPLEMENTS

USA KBLR JS 355 KBLR REGISTERED 1787985 10AUG03
 10AUG93
 APPLN DT/NO: RENEWAL BASE DT: 10AUG93 SEC 8/15:
 AFF USE DT: 10FEB99
 CLASS: 46 30 AGENT:
 REMARKS: Int. to Use Appl. mailed 7/17/92
 Published 1/5/93
 REG USERS: Keebler Company
 GOODS: Crackers

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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COOKIE MATES

USA	KBLR	RCM	15	KBLR REGISTERED	846,384	19MAR08
					19MAR68	
APPLN DT/NO:	26MAY67	RENEWAL BASE DT:	19MAR68	SEC 8/15:	Y	
	272,496			AFF USE DT:		
CLASS:	46 30	AGENT:				
REG USERS:	Keebler Company					
GOODS:	Cookies					

CRACKERS THAT CRUNCH LIKE CHIP

USA	KBLR	JS	251	KBLR SUP. REGIS	1,756,278	02MAR03
					02MAR93	
APPLN DT/NO:	22APR91	RENEWAL BASE DT:	02MAR93	SEC 8/15:		
	159,400			AFF USE DT:	02SEP98	
CLASS:	30 46	AGENT:				
REMARKS:	Disclaims "crackers" and "crunch".					
REG USERS:	Keebler Company					
GOODS:	Crackers					

DAIRY - ETES (Design)

USA	KBLR	RCM	17	KBLR REGISTERED	620,962	07FEB96
					07FEB56	
APPLN DT/NO:	13MAY54	RENEWAL BASE DT:	07FEB56	SEC 8/15:	Y	
	666,302			AFF USE DT:		
CLASS:	46	AGENT:				
REG USERS:	Keebler Company					
GOODS:	Candy					

DELIGHTS FRUITASTIC FRUIT BARS

USA	KBLR	LJN	528	KBLR PENDING		
APPLN DT/NO:	24APR95	RENEWAL BASE DT:		SEC 8/15:		
	74/664,930			AFF USE DT:		
CLASS:	46 30	AGENT:				
REMARKS:	Intent to Use Appl. mailed 4/17/95.					
REG USERS:	Keebler Company					
GOODS:	Fruit bars, cookies, biscuits, crackers, sandwich crackers and other snack foods					

DOUBLE NUTTY

USA	KBLR	RCM	19	KBLR REGISTERED	1,139,714	16SEP00
					16SEP80	
APPLN DT/NO:	25JAN79	RENEWAL BASE DT:	16SEP80	SEC 8/15:	Y	
	201,314			AFF USE DT:		
CLASS:	46 30	AGENT:				
REMARKS:	No claim is made to the right of exclusive use of the word "Nutty" apart from the mark as shown					
REG USERS:	Keebler Company					
GOODS:	Cookies					

MARK	CTRY	DIV	ATTY CASE NUMBER	OTHER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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E.L. FUDGE HEART DESIGN MARK

USA KBLR LJM 556 KBLR PENDING
 APPLN DT/NO: 22MAY95 RENEWAL BASE DT: SEC 8/15:
 74/678,920 AFF USE DT:
 CLASS: 30 46 AGENT:
 REMARKS: Use Appl. mailed 5/17/95. Date of first use 3/1/93, interest
 ate commerce 3/1/93.
 REG USERS: Keebler Company
 GOODS: Cookies

E.L. FUDGE HOLIDAY DESIGN

USA KBLR LJM 537 KBLR PENDING
 APPLN DT/NO: 17MAY95 RENEWAL BASE DT: SEC 8/15:
 74/674,901 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Use Appl. mailed 4/28/95. Date of 1st use 6/1/94.
 Date of 1st use in commerce 11/1/94.
 REG USERS: Keebler Company
 GOODS: Cookies, biscuits, and crackers

E.L. FUDGE SUMMER DESIGN

USA KBLR LJM 539 KBLR PENDING
 APPLN DT/NO: 12MAY95 RENEWAL BASE DT: SEC 8/15:
 74/673,434 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Use Appl. mail: 4/28/95. Date of 1st use 2/1/94.
 Date of 1st use in commerce 5/1/94.
 REG USERS: Keebler Company
 GOODS: Cookies, biscuits, and crackers

E.L. FUDGE (WORD MARK)

USA KBLR JS 212 KBLR REGISTERED 1,564,871 07NOV09
 07NOV89
 APPLN DT/NO: 13FEB87 RENEWAL BASE DT: 07NOV89 SEC 8/15: Y
 644,634 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: No claim is made to the exclusive right to use "Fudge",
 apart from the mark as shown. Dec. 8&15 5/1/95.
 REG USERS: Keebler Company
 GOODS: Cookies

MARK	CTRY	DIV	ATTY	CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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E.L.FUDGE and Orig. Design

USA KBLR JS 213

KBLR REGISTERED

1,564,872 07NOV09
07NOV89

APPLN DT/NO: 24FEB87 RENEWAL BASE DT: 07NOV89 SEC 8/15:
646,024 AFF USE DT: 07MAY95

CLASS: 46 30 AGENT:

REMARKS: No claim is made to the exclusive right to use "Fudge",
apart from the mark as shown.

REG USERS: Keebler Company

GOODS: Cookies

EATING IS BELIEVING & DESIGN

USA KBLR LJM 526

KBLR PENDING

APPLN DT/NO: RENEWAL BASE DT: SEC 8/15:
74/596,754 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: Publication date 8/29/95
(full shield w/Ernie)

REG USERS: Keebler Company

GOODS: Cookies, crackers, cones, pretzels, wheat-based snack
foods, pie crusts**EATING IS BELIEVING & DESIGN**

USA KBLR LJM 527

KBLR PENDING

APPLN DT/NO: RENEWAL BASE DT: SEC 8/15:
74/596,753 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: Publication date 8/29/95
(half shield)

REG USERS: Keebler Company

GOODS: Cookies, crackers, cones, pretzels, wheat-based snack
foods, pie crusts**EATING IS BELIEVING (WORD MRK)**

USA KBLR LJM 468

KBLR PENDING

APPLN DT/NO: 11OCT94 RENEWAL BASE DT: SEC 8/15:
74/583,736 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: Intent to Use Appl. mailed 10/3/94

REG USERS: Keebler Company

GOODS: Cookies, crackers

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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ELF (Word Mark)

USA	KBLR	JS	205	KBLR REGISTERED	1,124,989	11SEP99
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APPLN DT/NO: 06MAR78 RENEWAL BASE DT: 11SEP79 SEC 8/15: Y
160,963 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: Registration assigned to Keebler Company by Super-Valu Stores, Inc. per Assignment Agreement dated 8/1/89.

REG USERS: Keebler Company

GOODS: Crackers and cookies

~~ELF DESIGN (BLACK & WHITE)~~

USA	KBLR	JS	333	KBLR PENDING		
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~~APPLN DT/NO: RENEWAL BASE DT: SEC 8/15:
247,573 AFF USE DT:~~

~~CLASS: 29 AGENT:~~

~~REMARKS: Intent to Use Appl. mailed 2/14/92.
Published 9/4/92~~

~~REG USERS: Keebler Company~~

~~GOODS: Snack products, namely - potato chips~~

ELF DESIGN (Black & White)

USA	KBLR	RCM	21	KBLR REGISTERED	1,321,079	19FEB05
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APPLN DT/NO: 24FEB84 RENEWAL BASE DT: 19FEB85 SEC 8/15: Y
467,208 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: Made a disclaimer "The lining in the drawing does not denote color".

REG USERS: Keebler Company

GOODS: Crackers, cookies, cookie and cracker sandwiches, biscuits, wafers and ice cream cones

ELF DESIGN (Color)

USA	KBLR	RCM	24	KBLR REGISTERED	1,321,077	19FEB05
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APPLN DT/NO: 24FEB84 RENEWAL BASE DT: 19FEB85 SEC 8/15: Y
467,053 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: The drawing is lined for the colors red, green, brown and yellow.

REG USERS: Keebler Company

GOODS: Crackers, cookies, cookie and cracker sandwiches, biscuits, wafers and ice cream cones

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
ELFIN DELIGHTS	USA	KBLR	JS 25	KBLR REGISTERED	1,849,526	09AUG04
					09AUG94	
APPLN DT/NO:	26MAY93	RENEWAL BASE DT:	09AUG94	SEC 8/15:		
	394,749			AFF USE DT:	09FEB99	
CLASS:	46 30	AGENT:				
REG USERS:	Keebler Company					
GOODS:	Cookies					
ELFIN MAGIC	USA	KBLR	LJN 530	KBLR PENDING		
APPLN DT/NO:	02DEC94	RENEWAL BASE DT:		SEC 8/15:		
	74/606,442			AFF USE DT:		
CLASS:	46 30	AGENT:				
REMARKS:	Date of 1st use 1/31/77 - in commerce 1/31/77					
	Publication date 10/3/95					
REG USERS:	Keebler Company					
GOODS:	Cookies, crackers pretzels, and bakery goods					
	goods					
ELFKINS	USA	KBLR	JS 227	KBLR REGISTERED	1,651,205	16JUL01
					16JUL91	
APPLN DT/NO:	16JAN90	RENEWAL BASE DT:	16JUL91	SEC 8/15:		
	18,875			AFF USE DT:	16JAN97	
CLASS:	46 30	AGENT:				
REMARKS:	Intent-to-Use Application filed January 10, 1990.					
	License Agr. dated 1/24/95 with Tracey Goldade - see file					
REG USERS:	Keebler Company					
GOODS:	Cookies					
ELFWICH	USA	KBLR	RCM 26	KBLR REGISTERED	1,092,426	30MAY98
					30MAY78	
APPLN DT/NO:	12JUL76	RENEWAL BASE DT:	30MAY78	SEC 8/15:	Y	
	93,021			AFF USE DT:		
CLASS:	46 30	AGENT:				
REG USERS:	Keebler Company					
GOODS:	Cookies					
ERNIE ELF (Elfin Character)	USA	KBLR	RCM 20	KBLR REGISTERED	1,105,259	31OCT98
					31OCT78	
APPLN DT/NO:	18JAN78	RENEWAL BASE DT:	31OCT78	SEC 8/15:	Y	
	155,755			AFF USE DT:		
CLASS:	46 30	AGENT:				
REG USERS:	Keebler Company					
GOODS:	Biscuits, cookies, crackers, unfilled ice cream cones					

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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EXPORT SODAS

USA KBLR RCM 28 KBLR REGISTERED 1,038,248 20APR96
20APR76
APPLN DT/NO: 27JAN76 RENEWAL BASE DT: 20APR76 SEC 8/15: Y
44,728 AFF USE DT:
CLASS: 46 30 AGENT:
REG USERS: Keebler Company
GOODS: Crackers

FUDGE SHOPPE

USA KBLR JS 274 KBLR REGISTERED 1,739,181 08DEC02
08DEC92
APPLN DT/NO: RENEWAL BASE DT: 08DEC92 SEC 8/15:
AFF USE DT: 08JUN98
CLASS: 30 46 AGENT:
REMARKS: Int. to Use Appl. mailed 10/1/91
Published 5/12/92.
REG USERS: Keebler Company
GOODS: Cookies

FUDGE SHOPPE S'MORES

USA KBLR LJM 512 KBLR PENDING
APPLN DT/NO: 06MAR95 RENEWAL BASE DT: SEC 8/15:
74/642,266 AFF USE DT:
CLASS: 30 46 AGENT:
REMARKS: Intent to Use Appl. mailed 2/28/95.
REG USERS: Keebler Company
GOODS: Cookies

GOLD LABEL

USA KBLR LJM 598 SHAFF REGISTERED 1,584,958 27FEB01
27FEB90
APPLN DT/NO: 25APR89 RENEWAL BASE DT: 27FEB90 SEC 8/15:
73/795,734 AFF USE DT: 27AUG95
CLASS: 46 30 AGENT:
REMARKS: Date of 1st use 9/63, in commerce 9/63. Published 12/5/
REG USERS: Shaffer, Clarke
GOODS: Individually wrapped hard candies

GRAHAM SELECTS

USA KBLR LJM 403 KBLR REGISTERED 1,843,820 15JUL04
15JUL94
APPLN DT/NO: 05MAR93 RENEWAL BASE DT: 15JUL94 SEC 8/15:
364,905 AFF USE DT: 15JAN99
CLASS: 30 46 AGENT:
REMARKS: Intent to Use Appl. mailed 2/24/93
Published 9/24/93.
REG USERS: Keebler Company
GOODS: Crackers

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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GRASSHOPPER

USA	KBLR	RCM	34	KBLR REGISTERED	1,386,947 18MAR86	18MAR06
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APPLN DT/NO: 30APR84 RENEWAL BASE DT: 18MAR86 SEC 8/15: Y
478,028 AFF USE DT:

CLASS: 46 30 AGENT:

REG USERS: Keebler Company

GOODS: Sandwich-type cookies

HARVEST WHEATS

USA	KBLR	RCM	36	KBLR REGISTERED	1,215,107 02NOV82	02NOV02
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APPLN DT/NO: 30SEP81 RENEWAL BASE DT: 02NOV82 SEC 8/15: Y
330,411 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: The word "Wheats" is disclaimed as used apart
from the mark as shown

REG USERS: Keebler Company

GOODS: Crackers

HARVESTERS

USA	KBLR	JS	225	KBLR REGISTERED	1,682,462 07APR92	07APR02
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APPLN DT/NO: 26NOV90 RENEWAL BASE DT: 07APR92 SEC 8/15:
117,984 AFF USE DT: 07OCT97

CLASS: 30 46 AGENT:

REG USERS: Keebler Company

GOODS: Crackers

HEARTWARMERS

USA	KBLR	RCM	38	KBLR REGISTERED	1,183,159 22DEC81	22DEC01
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APPLN DT/NO: 30MAY80 RENEWAL BASE DT: 22DEC81 SEC 8/15: Y
264,137 AFF USE DT:

CLASS: 46 30 AGENT:

REG USERS: Keebler Company

GOODS: Cake-type product

HELOAN

USA	KBLR	RCM	39	KBLR REGISTERED	672,280 06JAN59	06JAN99
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APPLN DT/NO: 10MAR58 RENEWAL BASE DT: 06JAN59 SEC 8/15: Y
47,468 AFF USE DT:

CLASS: 46 30 AGENT:

REG USERS: Keebler Company

GOODS: Cookies and crackers

MARK	CTRY	DIV	ATTY	CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
HOLLOW TREE DESIGN W SHIELD	USA	KBLR	LJN	590	KBLR REGISTERED	1,343,031	18JUN05 18JUN85
APPLN DT/NO: 24FEB84 RENEWAL BASE DT: 18JUN85 SEC 8/15: 74/467,056 AFF USE DT: 18DEC90							
CLASS: 46 30 AGENT:							
REMARKS: The lining is a feature of the mark and does not indicate color. Date of first use 5/1983.							
REG USERS: Keebler Company							
GOODS: Cookies, crackers, cookie sandwiches and cracker sandwiches.							
HOLLOW TREES	USA	KBLR	RCM	42	KBLR REGISTERED	1,434,133	24MAR07 24MAR87
APPLN DT/NO: 17JUL86 RENEWAL BASE DT: 24MAR87 SEC 8/15: Y 609,821 AFF USE DT:							
CLASS: 46 30 AGENT:							
REG USERS: Keebler Company							
GOODS: Crackers							
HONEY RITE	USA	KBLR	LJN	587	KBLR PENDING		
APPLN DT/NO: 24MAR95 RENEWAL BASE DT: SEC 8/15: 74/651,210 AFF USE DT:							
CLASS: 46 30 AGENT:							
REMARKS: Date of 1st use 021594.							
REG USERS: Keebler Company							
GOODS: Crackers, graham crackers and baked snacks							
KEEBLES	USA	KBLR	RCM	44	KBLR REGISTERED	894,295	07JUL00 07JUL70
APPLN DT/NO: 02SEP69 RENEWAL BASE DT: 07JUL70 SEC 8/15: Y 336,811 AFF USE DT:							
CLASS: 46 30 AGENT:							
REMARKS: Letter of 7/23/71 from Nabisco claimed our KEEBLES package a copy of theirs. Matter faded away.							
REG USERS: Keebler Company							
GOODS: Cookies							
KEEBLER & TREE LOGO	USA	KBLR	RCM	53	KBLR REGISTERED	1,275,391	24APR04 24APR84
APPLN DT/NO: 19NOV82 RENEWAL BASE DT: 24APR84 SEC 8/15: Y 403,198 AFF USE DT:							
CLASS: 46 29 AGENT:							
REG USERS: Keebler Company							
GOODS: Jams, jellies, processed nuts, preserved vegetables, etc. in Class 29 (U.S. Cl. 46)							

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
KEEBLER & TREE LOGO	USA	KBLR	RCM 54	KBLR REGISTERED	1,274,495	17APR04 17APR84
APPLN DT/NO: 19NOV82 RENEWAL BASE DT: 17APR84 SEC 8/15: Y						
403,184 AFF USE DT:						
CLASS: 46 30 AGENT:						
REG USERS: Keebler Company						
GOODS: Cookies, crackers, biscuits and snack items - namely, pretzels, etc. in Class 30 (U.S. Cl. 46)						
KEEBLER (NEW SHIELD)	USA	KBLR	RCM 50	KBLR REGISTERED	977,788	29JAN04 29JAN74
APPLN DT/NO: 17MAY72 RENEWAL BASE DT: 29JAN94 SEC 8/15: Y						
424,669 AFF USE DT:						
CLASS: 46 30 AGENT:						
REMARKS: Appl. for Renewal mailed 081693.						
REG USERS: Keebler Company						
GOODS: Biscuits; various seasoned snack cracker items; edible containers of bakery product nature to receive foods						
KEEBLER (ORIG. NAME REG.)	USA	KBLR	RCM 45	KBLR REGISTERED	221,594	07DEC06 07DEC26
APPLN DT/NO: 13JUL26 RENEWAL BASE DT: 07DEC26 SEC 8/15: Y						
234,480 AFF USE DT:						
CLASS: 46 30 AGENT:						
REG USERS: Keebler Company						
GOODS: Cookies, crackers and a fancy grade of biscuit-like articles coated w/chocolate, fondant, and marshmallow						
KEEBLER (Old Shield)	USA	KBLR	RCM 49	KBLR REGISTERED	844,688	20FEB08 20FEB68
APPLN DT/NO: 28DEC66 RENEWAL BASE DT: 20FEB88 SEC 8/15: Y						
261,588 AFF USE DT:						
CLASS: 46 30 AGENT:						
REG USERS: Keebler Company						
GOODS: Cookies, crackers and candy						
KEEBLER (WORD MARK)	USA	KBLR	JS 262	KBLR REGISTERED	1,713,946	08SEP02 08SEP92
APPLN DT/NO: 26JUN91 RENEWAL BASE DT: 08SEP92 SEC 8/15:						
179,822 AFF USE DT: 08MAR98						
CLASS: 29 30 AGENT:						
REG USERS: Keebler Company						

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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~~KEEBLER (WORD MARK)~~

~~USA KBLR LJM 396 KBLR REGISTERED 1,310,290 18DEC04
18DEC04
APPLN DT/NO: 09NOV82 RENEWAL BASE DT: 18DEC84 SEC 8/15:
584,433 AFF USE DT: 18JUN90
CLASS: 29 AGENT:
REG USERS: Keebler Company
GOODS: Jams, jellies, prepared nuts and preserved vegetables.~~

KEEBLER LOGO (W/Blank Shield)

USA KBLR RCM 51 KBLR REGISTERED 959,987 29MAY03
29MAY73
APPLN DT/NO: 17MAY72 RENEWAL BASE DT: 29MAY93 SEC 8/15: Y
424,571 AFF USE DT:
CLASS: 46 30 AGENT:
REG USERS: Keebler Company
GOODS: Cookies, crackers, biscuits, snack items; edible containers of bakery product nature to receive various foods

KITCHEN RICH

USA KBLR RCM 58 KBLR REGISTERED 757,852 01OCT03
01OCT83
APPLN DT/NO: 17DEC62 RENEWAL BASE DT: 01OCT83 SEC 8/15: Y
159,310 AFF USE DT:
CLASS: 46 30 AGENT:
REMARKS: Also registered in Canada - see #59
REG USERS: Keebler Company
GOODS: Cookies and crackers

LITTLE JACK HORNER

USA KBLR RCM 65 KBLR REGISTERED 696,150 12APR00
12APR60
APPLN DT/NO: 12MAR56 RENEWAL BASE DT: 12APR60 SEC 8/15: Y
4,407 AFF USE DT:
CLASS: 46 30 AGENT:
REG USERS: Keebler Company
GOODS: Cookie sandwiches, comprising a plurality of cookies having a filling therebetween.

MAGIC MIDDLES

USA KBLR JS 208 KBLR REGISTERED 1,553,949 29AUG09
29AUG89
APPLN DT/NO: 06JAN89 RENEWAL BASE DT: 29AUG89 SEC 8/15: Y
773,243 AFF USE DT: 29FEB95
CLASS: 46 30 AGENT:
REMARKS: Comb. Dec. 8 & 15 being filed by Keebler 1/95.
REG USERS: Keebler Company
GOODS: Cookies

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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MARIGOLD

USA KBLR RCM 68 KBLR REGISTERED 689,611 08DEC99
 08DEC59
 APPLN DT/NO: 30MAR59 RENEWAL BASE DT: 08DEC59 SEC 8/15: Y
 70,556 AFF USE DT:
 CLASS: 46 AGENT:
 REG USERS: Keebler Company
 GOODS: Cookies

MUNCH'EMS

USA KBLR JS 239 KBLR REGISTERED 1,681,638 31MAR02
 31MAR92
 APPLN DT/NO: 17AUG90 RENEWAL BASE DT: 31MAR92 SEC 8/15:
 88,762 AFF USE DT: 31SEP97
 CLASS: 30 46 AGENT:
 REG USERS: Keebler Company
 GOODS: Crackers

MUNCH'EMS TATO THINS

USA KBLR LJN 592 KBLR PENDING
 APPLN DT/NO: 10AUG95 RENEWAL BASE DT: SEC 8/15:
 74/713,847 AFF USE DT:
 CLASS: 46 29 AGENT:
 REMARKS: Intent to Use Appl. mailed 8/7/95.
 REG USERS: Keebler Company
 GOODS: Potato-based crackers, crisps, chips and crackerchips

NO CHOLESTEROL & HRT DESIGN

USA KBLR LJN 600 SHAFF REGISTERED 1,610,690 21AUG00
 21AUG90
 APPLN DT/NO: 15MAR89 RENEWAL BASE DT: 21AUG90 SEC 8/15:
 73/800,539 AFF USE DT: 21FEB96
 CLASS: 46 30 AGENT:
 REMARKS: Aff. of use 1/5/94. Date of 1st use 8/18/89, in commerce
 4/18/89. Published 11/14/89
 REG USERS: Shaffer, Clarke
 GOODS: Bread

OPERA CREME

USA KBLR RCM 74 KBLR REGISTERED 1,457,634 15SEP07
 15SEP87
 APPLN DT/NO: 23MAY84 RENEWAL BASE DT: 15SEP87 SEC 8/15: Y
 481,697 AFF USE DT: 15MAR93
 CLASS: 46 30 AGENT:
 Comb. Dec. Sec. 8 and 15 filed 10/9/92
 REG USERS: Keebler Company
 GOODS: Cookies

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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P.B. FUDGE BUTTERS

USA	KBLR	JS	337	KBLR REGISTERED	1,825,911	08MAR04 08MAR94
APPLN DT/NO:		06MAR92		RENEWAL BASE DT:	08MAR94	
		252,814		SEC 8/15:		
CLASS:		30		AGENT:		
REMARKS:		Int. to Use Appl. 3/3/92 Published 8/11/92.				
REG USERS:		Keebler Company				
GOODS:		Cookies				

PECAN BONNIES

USA	KBLR	RCM	76	KBLR REGISTERED	707,871	29NOV00 29NOV60
APPLN DT/NO:		15FEB60		RENEWAL BASE DT:	29NOV60	
		91,189		SEC 8/15:	Y	
CLASS:		46		AGENT:		
REMARKS:		The work "Pecan" is disclaimed except as a part of the mark as shown.				
REG USERS:		Keebler Company				
GOODS:		Cookies				

PECAN SANDIES

USA	KBLR	RCM	77	KBLR REGISTERED	648,660	16JUL97 16JUL57
APPLN DT/NO:		06FEB56		RENEWAL BASE DT:	16JUL57	
		2,206		SEC 8/15:	Y	
CLASS:		46		AGENT:		
REMARKS:		Also registered in Canada; see case #78				
REG USERS:		Keebler Company				
GOODS:		Cookies				

PITTER PATTY

USA	KBLR	RCM	83	KBLR REGISTERED	818,386	08NOV06 08NOV66
APPLN DT/NO:		20DEC65		RENEWAL BASE DT:	08NOV66	
		234,968		SEC 8/15:	Y	
CLASS:		46 30		AGENT:		
REG USERS:		Keebler Company				
GOODS:		Cookies				

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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PYRAMID SW STYLE CRAC

USA KBLR LJM 534 KBLR PENDING
 APPLN DT/NO: 04MAY95 RENEWAL BASE DT: SEC 8/15:
 74/673,115 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Use Appl. mailed 5/2/95. Date 1st use 2/1/95 -
 commence 3/20/95 or before.
 REG USERS: Keebler Company
 GOODS: Crackers

RAINBOW CHIPS DELUXE

USA KBLR JS 237 KBLR REGISTERED 1,760,101 23MAR03
 23MAR93
 APPLN DT/NO: 18OCT90 RENEWAL BASE DT: 23MAR93 SEC 8/15:
 107,025 AFF USE DT: 23SEP98
 CLASS: 46 30 AGENT:
 REG USERS: Keebler Company
 GOODS: Cookies

RAISIN RUCKUS

USA KBLR JS 268 KBLR REGISTERED 1,810,155 07DEC03
 07DEC93
 APPLN DT/NO: 08AUG91 RENEWAL BASE DT: 07DEC93 SEC 8/15:
 192,622 AFF USE DT: 07JUN99
 CLASS: 30 AGENT:
 REMARKS: Intent to Use appl. mailed 8/2/91. Date of First Use:
 3/28/93. Statement of Use mailed 8/10/93.
 REG USERS: Keebler Company
 GOODS: Cookies

READY CRUST

USA KBLR LJM 210 KBLR PENDING
 APPLN DT/NO: 06JUN95 RENEWAL BASE DT: SEC 8/15:
 74/542,917 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Publication date 6/6/95.
 REG USERS: Keebler Company
 GOODS: Preformed pie crusts

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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READY-CRUST

USA	KBLR	RCM	86	KBLR REGISTERED	985,592	04JUN04 04JUN74
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APPLN DT/NO: 06OCT72 RENEWAL BASE DT: 04JUN74 SEC 8/15: Y
437,648 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: Also registered in Canada and Venezuela - see
Case #87, 88 and 89

REG USERS: Keebler Company

GOODS: Preformed pie crusts adapted to be sold in
refrigerated or unrefrigerated condition

REDI-SERVE

USA	KBLR	RCM	90	KBLR REGISTERED	848,269	30APR08 30APR68
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APPLN DT/NO: 07NOV66 RENEWAL BASE DT: 30APR68 SEC 8/15: Y
258,187 AFF USE DT:

CLASS: 46 30 AGENT:

REG USERS: Keebler Company

GOODS: Crackers

RICH 'N CHIPS

USA	KBLR	RCM	91	KBLR REGISTERED	1,258,759	22NOV03 22NOV83
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APPLN DT/NO: 07SEP82 RENEWAL BASE DT: 22NOV83 SEC 8/15:
384,150 AFF USE DT: 22MAY89

CLASS: 46 30 AGENT:

REG USERS: Keebler Company

GOODS: Cookies

SANDIES

USA	KBLR	JS	350	KBLR REGISTERED	1,794,388	21SEP03 21SEP93
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APPLN DT/NO: 11MAY92 RENEWAL BASE DT: 21SEP93 SEC 8/15:
274,496 AFF USE DT: 21MAR99

CLASS: 30 AGENT:

REMARKS: Intent to Use Appl. mailed 5/7/92
Published 9/29/92.

REG USERS: Keebler Company

GOODS: Cookies

MARK	CTRY	DIV	ATTY	CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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SCORE DIPPING STICK

USA KBLR LN 481 KBLR PENDING
 APPLN DT/NO: 25NOV94 RENEWAL BASE DT: SEC 8/15:
 74/602,795 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Intent to Use Application 11/21/94. Publication
 date 8/1/95
 REG USERS: Keebler Company
 GOODS: Scones, biscuits, doughnuts and other baked goods

SCONUT

USA KBLR LN 482 KBLR PENDING
 APPLN DT/NO: 25NOV94 RENEWAL BASE DT: SEC 8/15:
 74/602,796 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Intent to Use Application mailed 11/17/94. Publication
 date 8/1/95
 REG USERS: Keebler Company
 GOODS: Scones, biscuits, doughnuts and other baked goods

SCONUT HOLES

USA KBLR LJM 483 KBLR PENDING
 APPLN DT/NO: 28NOV94 RENEWAL BASE DT: SEC 8/15:
 74/603,818 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Intent to Use Application mailed 11/22/94
 Publication date 9/26/95
 REG USERS: Keebler Company
 GOODS: Scones, biscuits, doughnuts and other baked goods

SEA TOAST

USA KBLR RCM 97 KBLR REGISTERED 331,892 21JAN96
 21JAN36
 APPLN DT/NO: 31AUG75 RENEWAL BASE DT: 21JAN36 SEC 8/15: Y
 368,890 AFF USE DT:
 CLASS: 46 AGENT:
 REMARKS: Republished 8-17-54 in accordance with Lanham Trademark
 Act; renewed 11-23-55; expired 1-21-76; renewed 8-7-75.
 REG USERS: Keebler Company
 GOODS: Crackers

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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SEINDIGS

USA KBLR RCM 98 KBLR REGISTERED 1,071,073 09AUG97
 09AUG77
 APPLN DT/NO: 07OCT76 RENEWAL BASE DT: 09AUG77 SEC 8/15: Y
 102,433 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Product phased out due to packaging/product problems (1982)
 Marketing does not want to drop name; has good potential.
 REG USERS: Keebler Company
 GOODS: Crackers

SIMPLY SANDIES

USA KBLR JS 346 KBLR PENDING
 APPLN DT/NO: 21APR92 RENEWAL BASE DT: SEC 8/15:
 269,991 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Intent to Use Appl. mailed 4/21/92
 Memo to go out 5/1/95 with deadline of 6/1/95. Six mo.
 extension mailed 5/9/95. Statement of Use 11/1/95.
 REG USERS: Keebler Company
 GOODS: Cookies

SOFT BATCH

USA KBLR RCM 99 KBLR REGISTERED 1,326,232 19MAR05
 19MAR85
 APPLN DT/NO: 30SEP83 RENEWAL BASE DT: 19MAR85 SEC 8/15: Y
 446,067 AFF USE DT: 19SEP90
 CLASS: 46 30 AGENT:
 REG USERS: Keebler Company
 GOODS: Cookies

STRIETMANN'S (Diamond design)

USA KBLR RCM 102 KBLR REGISTERED 656,536 31DEC97
 31DEC57
 APPLN DT/NO: 07MAY56 RENEWAL BASE DT: 31DEC57 SEC 8/15: Y
 7,882 AFF USE DT:
 CLASS: 46 AGENT:
 REG USERS: Keebler Company
 GOODS: Biscuits, crackers and cookies

SUN TOASTED WHEATS

USA KBLR JS 215 KBLR REGISTERED 1,603,952 26JUN00
 26JUN90
 APPLN DT/NO: 15NOV89 RENEWAL BASE DT: 26JUN90 SEC 8/15:
 839,702 AFF USE DT: 26DEC95
 CLASS: 46 30 AGENT:
 REG USERS: Keebler Company
 GOODS: Crackers

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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SUNDAR

USA KBLR JS 372 KBLR PENDING
 APPLN DT/NO: 13MAR95 RENEWAL BASE DT: SEC 8/15:
 74/645,343 AFF USE DT:
 CLASS: 30 AGENT:
 REMARKS: Intent to Use Appl. mailed 3/8/95
 REG USERS: Keebler Company
 GOODS: Cookies, crackers

SWEET DELIGHTS

USA KBLR LTN 524 KBLR PENDING
 APPLN DT/NO: 24APR95 RENEWAL BASE DT: SEC 8/15:
 74/664,692 AFF USE DT:
 CLASS: 46 30 AGENT:
 REMARKS: Intent to Use Appl. mailed 4/19/95.
 REG USERS: Keebler Company
 GOODS: Cookies, fruit bars, biscuits, crackers, wheat-based snack foods

SWEET SPOTS

USA KBLR JS 271 KBLR REGISTERED 1,742,449 22DEC02
 22DEC92
 APPLN DT/NO: 18SEP91 RENEWAL BASE DT: 22DEC92 SEC 8/15:
 204,574 AFF USE DT: 22JUN98
 CLASS: 30 46 AGENT:
 REMARKS: No claim is made to the exclusive right to use "sweet",
 apart from the mark as shown
 REG USERS: Keebler Company
 GOODS: cookies

THIN BITS

USA KBLR JS 214 KBLR REGISTERED 1,635,629 19FEB01
 19FEB91
 APPLN DT/NO: 13NOV89 RENEWAL BASE DT: 19FEB91 SEC 8/15:
 838,118 AFF USE DT: 19AUG96
 CLASS: 46 30 AGENT:
 REMARKS: No claim is made to the exclusive right to use "Thin Bits",
 apart from the mark as shown.
 REG USERS: Keebler Company
 GOODS: Crackers

TOASTEDS

USA KBLR JS 218 KBLR REGISTERED 1,601,223 12JUN00
 12JUN90
 APPLN DT/NO: 31OCT89 RENEWAL BASE DT: 12JUN90 SEC 8/15:
 835,178 AFF USE DT: 12DEC95
 CLASS: 46 30 AGENT:
 REG USERS: Keebler Company
 GOODS: Crackers

CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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TEDS COMPLIMENTS

USA	KBLR	JS 363	KBLR REGISTERED	1,811,634	14DEC03 14DEC93
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APPLN DT/NO: RENEWAL BASE DT: 14DEC93 SEC 8/15:
AFF USE DT: 14JUN99

CLASS: 46 30 AGENT:

REG USERS: Keebler Company
GOODS: Crackers

TE TOPPERS

USA	KBLR	JS 248	KBLR REGISTERED	1,719,565	22SEP02 22SEP92
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APPLN DT/NO: 08APR91 RENEWAL BASE DT: 22SEP92 SEC 8/15:
154,610 AFF USE DT: 22MAR98

CLASS: 30 AGENT:

REMARKS: Application mailed 4/5/91.
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE
TOFFEE APART FROM THE MARK.

REG USERS: Keebler Company
GOODS: Cookies

HOUSE

USA	KBLR	RCM 110	KBLR REGISTERED	644,844	06APR04 30APR57
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APPLN DT/NO: 23JUL56 RENEWAL BASE DT: 06APR94 SEC 8/15: Y
12,681 AFF USE DT:

CLASS: 46 AGENT:

REG USERS: Keebler Company
GOODS: Cookies

HOUSE

USA	KBLR	RCM 111	KBLR REGISTERED	587,813	06APR04 06APR54
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APPLN DT/NO: 28JUL52 RENEWAL BASE DT: 06APR54 SEC 8/15: Y
633,186 AFF USE DT:

CLASS: 46 AGENT:

REMARKS: Many state registrations; may all be expired.
REG USERS: Keebler Company
GOODS: Crackers

HOUSE JRS.

USA	KBLR	JS 219	KBLR REGISTERED	1,601,222	12JUN00 12JUN90
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APPLN DT/NO: 30OCT89 RENEWAL BASE DT: 12JUN90 SEC 8/15:
834,938 AFF USE DT: 12DEC95

CLASS: 46 30 AGENT:

REG USERS: Keebler Company
GOODS: Crackers

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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TUC

USA	KBLR	RCM	114	KBLR REGISTERED	1,049,770	05OCT96 05OCT76
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APPLN DT/NO: 18SEP75 RENEWAL BASE DT: 05OCT76 SEC 8/15: Y
63,452 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: The drawing has been lined to represent the colors red, yellow and blue; however, applicant does not waive any of its rights to the use of the mark in any color.

REG USERS: Keebler Company

GOODS: Biscuits, wafers, cocoa, chocolates, confectionery, bakery and pastry goods.

UNCOMMONLY GOOD

USA	KBLR	LJW	467	KBLR PENDING		
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APPLN DT/NO: 27MAR95 RENEWAL BASE DT: SEC 8/15:
74/651,934 AFF USE DT:

CLASS: 46 29 30 AGENT:

REMARKS: Intent to Use Appl. mailed 10/4/94. Date of 1st use 120169. Date of 1st use in commerce 110184.

REG USERS: Keebler Company

GOODS: Cookies, crackers, ice cream cones, snack chips, pretzels, potato snack chips & wheat based snack chips.

WALDORF

USA	KBLR	RCM	115	KBLR REGISTERED	905,611	05JAN01 05JAN71
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APPLN DT/NO: 22JUL69 RENEWAL BASE DT: 05JAN71 SEC 8/15: Y
333,141 AFF USE DT:

CLASS: 46 AGENT:

REG USERS: Keebler Company

GOODS: Crackers and cookies

WHEATABLES

USA	KBLR	JS	229	KBLR REGISTERED	1,553,952	29AUG09 29AUG89
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APPLN DT/NO: 23JAN89 RENEWAL BASE DT: 29AUG89 SEC 8/15: Y
775,762 AFF USE DT:

CLASS: 46 30 AGENT:

REMARKS: Comb. Dec. 8 & 15 sent 1/95

REG USERS: Keebler Company

GOODS: Crackers

MARK	CTRY	DIV	ATTY CASE NUMBER	OWNER STATUS	REGIS NO/ DATE	NEXT RENEWAL DATE
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ZESTA
 USA KBLR RCM 118 KBLR REGISTERED 217,591 07SEP06
 07SEP26
 APPLN DT/NO: 10APR26 RENEWAL BASE DT: 07SEP26 SEC 8/15: Y
 229,990 AFF USE DT:
 CLASS: 46 AGENT:
 REG USERS: Keebler Company
 GOODS: Crackers

TRADEMARKS OWNED BY KEESLER COMPANY

<u>TRADEMARK</u>	<u>Reg./App. No.</u>
KOKO & Design	687,297
CHE-ZO	765,206
ELFIN LOAVES	1,520,021
SANDIES SUPREME Opposition pending	74/271,113
OFFICIAL COOKIE OF COFFEE BREAKS	74-377,174
CANDY LOVERS	74-603,981
QUANGLES	1,735,776
HALFTIME HEROES	74-615,445
Design Only	74-646,666
Design Only	74-602,873
UNCOMMONLY GOOD	74-583,150
SUNDAE SANDWICHES	74-331,269
SUNDAE	74-331,020
MASTERPIECE	Filed 11/8/95 for cookies
UNCOMMONLY GOOD CRACKERS FROM OVER OUR FAMILY TREE TO YOURS	Filed 11/14/95 for crackers

Trademarks

Trademark	Serial Number	Date Filed
MASTERPIECE	75-021608	11/8/95
UNCOMMONLY GOOD CRACKERS FROM OVER OUR FAMILY TREE TO YOURS	75-021590	11/14/95

* ALSO SEE ATTACHED.