

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Flowers Bakeries Brands, Inc.		06/06/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Flowers Specialty Brands, Inc.		
<b>Street Address:</b>	1919 Flowers Circle		
<b>City:</b>	Thomasville		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	31757		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1898253	JACK-O-LANTERNS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)541-4608		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	404-815-6500		
<b>Email:</b>	tadmin@kilpatrickstockton.com		
<b>Correspondent Name:</b>	William H. Brewster		
<b>Address Line 1:</b>	1100 Peachtree Street		
<b>Address Line 2:</b>	Suite 2800		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>NAME OF SUBMITTER:</b>	Barbara F. Edwards		
<b>Signature:</b>	/bfe/		
<b>Date:</b>	06/06/2005		

OP \$40.00 1898253

Total Attachments: 1

**900025883**

**TRADEMARK  
 REEL: 003097 FRAME: 0094**



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

MARK : JACK-O-LANTERNS and Design  
 REG. NO. : 1,898,253  
 REG. DATE : June 6, 1995  
 ASSIGNOR : Flowers Bakeries Brands, Inc.  
 ASSIGNEE : Flowers Specialty Brands, Inc.  
 CLASS : 30

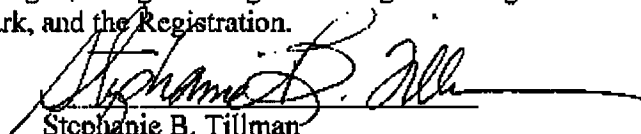
**ASSIGNMENT OF MARK AND REGISTRATION**

WHEREAS, Flowers Bakeries Brands, Inc., a Delaware corporation with a principal place of business at 1105 North Market Street, Suite 1300, Wilmington, Delaware 19899 ("Assignor"), is the owner of the JACK-O-LANTERNS and Design mark ("the Mark") for use in connection with bakery products, namely, snack cakes;

WHEREAS, Assignor is the owner of United States trademark Registration No. 1,898,253 (the "Registration") of the Mark;

WHEREAS, Flowers Specialty Brands, Inc., a Delaware corporation with a principal place of business at 1919 Flowers Circle, Thomasville, Georgia 31757 ("Assignee"), desires to acquire the rights to the Mark, the goodwill associated with the Mark, and the Registration;

NOW, THEREFORE, in exchange for \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns to Assignee the rights to the Mark, the goodwill associated with the Mark, and the Registration.



Stephanie B. Tillman

Secretary

Flowers Bakeries Brands, Inc.  
 1105 North Market Street, Suite 1300  
 Wilmington, DE 19899

Date: 6/6/05