

**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>
The Pillsbury Company		09/25/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Signature Breads, Inc.		
<b>Street Address:</b>	Church Street		
<b>Internal Address:</b>	Suite 310		
<b>City:</b>	Belmont		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02478-4987		
<b>Entity Type:</b>	CORPORATION: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1809406	RUDI'S	
Registration Number:	1735089	RUDI'S	
Registration Number:	2476765	SIGNATURE BREADS	
Registration Number:	2069449	SIGNATURE BREADS	
Registration Number:	2000621	SIGNATURE BREADS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)856-8201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	617-856-8145		
<b>Email:</b>	ip@brownrudnick.com		
<b>Correspondent Name:</b>	Mark S. Leonardo		
<b>Address Line 1:</b>	One Financial Center		
<b>Address Line 2:</b>	Brown Rudnick Berlack Israels LLP		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02111		

CH \$140.00 1809406

ATTORNEY DOCKET NUMBER:	22869/15
NAME OF SUBMITTER:	Mark S. Leonardo
Signature:	/s/Mark S. Leonardo/
Date:	10/12/2006
Total Attachments: 2 source=22869-15 Assignment#page1.tif source=22869-15 Assignment#page2.tif	


ASSIGNMENT

WHEREAS, The Pillsbury Company, a corporation organized under the laws of the State of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota 55426, is the owner of the U.S. trademark registrations set forth on the attached Exhibit A; and

WHEREAS, Signature Breads, Inc., a Massachusetts corporation, having a place of business at Church Street, Suite 310, Belmont, MA 02478-4987, is desirous of acquiring said trademarks and the registrations and application therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, The Pillsbury Company does hereby assign unto Signature Breads, Inc all of its rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, and the registrations therefor.

THE PILLSBURY COMPANY

  
Name: Michael Nordstrom  
Title: V.P.

Subscribed and sworn to before me  
this 23<sup>rd</sup> day of September, 2006.

Eva L. Fix  
Notary Public



EXHIBIT A

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
RUDI'S	1,809,406	December 7, 1993
RUDI'S & Design	1,735,089	November 24, 1992
SIGNATURE BREADS	2,476,765	August 7, 2001
SIGNATURE BREADS	2,069,449	June 10, 1997
SIGNATURE BREADS & Design	2,000,621	September 17, 1996