

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Specialty Blending Co., LLC		10/15/2009	LIMITED LIABILITY COMPANY: IOWA
RECEIVING PARTY DATA			
Name:	Flowers Bakeries Brands, LLC		
Street Address:	1919 Flowers Circle		
City:	Thomasville		
State/Country:	GEORGIA		
Postal Code:	31757		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3455757	DURUWHITE	
Registration Number:	3410906	DURUWHITE	
Registration Number:	1114200		
Registration Number:	3630525		
CORRESPONDENCE DATA			
Fax Number:	(404)393-9279		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-815-6500		
Email:	abounds@kilpatrickstockton.com		
Correspondent Name:	Nichole E. Davis		
Address Line 1:	1100 Peachtree Street		
Address Line 2:	Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309-4528		
ATTORNEY DOCKET NUMBER:	F1001-070025		

OP \$115.00 3455757

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**TRADEMARK
 REEL: 004081 FRAME: 0162**

NAME OF SUBMITTER:	Nicole E. Davis
Signature:	/Nichole E. Davis/
Date:	10/20/2009
Total Attachments: 2 source=SPECIALTYASSIGNMENT#page1.tif source=SPECIALTYASSIGNMENT#page2.tif	

IN THE PATENT AND TRADEMARK OFFICE
BEFORE THE ASSIGNMENT DIVISION

Assignor: Specialty Blending Co., LLC

Assignee: Flowers Bakeries Brands, LLC


ASSIGNMENT

WHEREAS, Specialty Blending Co., LLC is the owner of the registrations, applications, and the underlying trademarks identified in Exhibit A (the "Trademarks");


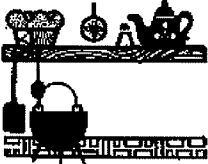
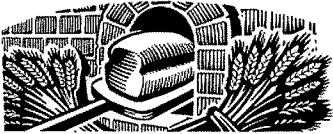
WHEREAS, Flowers Bakeries Brands, LLC wishes to acquire the Trademarks, the marks underlying the registrations and applications, and the goodwill and any common law rights associated with the marks;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Specialty Blending Co., LLC assigns to Flowers Bakeries Brands, LLC the Trademarks, the marks underlying the registrations and applications, and the goodwill and any common law rights associated with the marks.

SPECIALTY BLENDING CO., LLC

By: 
Name: Ryan M. Sullivan
Date: October 15, 2009

Assignment A

Trademark	Reg. No./Serial No.
DURUWHITE	3,455,757
DURUWHITE & Design 	3,410,906
Hearth Logo 	1,114,200
Bread and Hearth Logo 	3,630,525