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FORM PTO-1594
(Rev. 3-93)

08-11-1998

R SHEET
ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)



100790435

Atty Docket No.

To the Assistant Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Flowers Bakeries, Inc.

- Individuals(s)
- General Partnership
- Corporation-State Delaware
- 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: December 16, 1997

2. Name and address of receiving party(ies)

Name: Flowers Bakeries Brands, Inc.

Internal Address:

Street Address: 1100 North Market Square, Suite 780

City: Wilmington State: DE Zip: 19801

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- 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)

see attached schedule B
(10 marks)

B. Trademark Registration No.(s)

see attached schedule A
(167 marks)

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

08/10/1998 DNGUYEN 00000171 1071914

01 FC:481
02 FC:482
03 FC:998

Street Address: 1100 Peachtree Street, Suite 2800

City: Atlanta State: GA Zip: 30309-4530

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 54400.00

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:

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

Date

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

TRADEMARK

REEL: 1765 FRAME: 0583

Schedule "A"
Registrations for Flowers

| | | |
|-----|-----------------------------------|---------|
| 1. | ABIGAIL SWEET and Design | 1071914 |
| 2. | ALMOND NUT TWIRLS | 1323561 |
| 3. | AUNT FANNY'S | 930604 |
| 4. | AUNT FANNY'S and Design | 1927894 |
| 5. | AUNT HANNAH and Design | 1168599 |
| 6. | AUNT HANNAH'S and Design | 133083 |
| 7. | AUNTIE'S and Design | 1243811 |
| 8. | BAKED BY THE FLOWERS FAMILY | 1359473 |
| 9. | BAKER'S TWIST | 2068961 |
| 10. | BAMBY | 860660 |
| 11. | BAMBY and Design | 1081953 |
| 12. | BAMBY and Penguin Design | 1566226 |
| 13. | BATTER MAGIC | 1226794 |
| 14. | BEEBO | 2077469 |
| 15. | BEEBO and Design | 1128394 |
| 16. | BEEBO BEAR HUGS and Design | 1438248 |
| 17. | BEEBO CUB CAKES and Design | 1444329 |
| 18. | BEEBO DOOZIE DIPPERS and Design | 1267326 |
| 19. | BEEBO LITTLE DOOZIES and Design | 1314873 |
| 20. | BETSY ROSS and Design | 1488710 |
| 21. | BETSY ROSS GAY 90'S and Design | 1488709 |
| 22. | BIG HUB | 1196963 |
| 23. | BINGLES | 1181385 |
| 24. | BISKINS | 1776009 |
| 25. | BLUE BIRD | 1098271 |
| 26. | BLUEBIRD and Design | 1843098 |
| 27. | BOOPER | 1177520 |
| 28. | BREADS INTERNATIONAL | 2035151 |
| 29. | BREADS INTERNATIONAL and Design | 1026478 |
| 30. | BREADS INTERNATIONAL and Design | 1568691 |
| 31. | BREAKFAST CROWNS | 1888715 |
| 32. | BROAD STREET BAKERY | 1841969 |
| 33. | BROAD STREET BAKERY | 1480976 |
| 34. | BROAD STREET BAKERY and Design | 1907897 |
| 35. | BUERELLES | 1199762 |
| 36. | BUMPERS | 1190869 |
| 37. | BUTTER IN EVERY BITE | 1238635 |
| 38. | BUTTER UP | 1324885 |
| 39. | CADDIES | 1111040 |
| 40. | COBBLESTONE FARM | 1145190 |
| 41. | COBBLESTONE MILL | 1991258 |
| 42. | COBBLESTONE MILL and Design | 1326230 |
| 43. | COBBLESTONE MILL and Design | 1836321 |
| 44. | COBBLESTONE MILL BREAKFAST BREADS | 2044677 |
| 45. | COCOANUT TWIRLS | 811425 |

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| 46. | COLD KING | 1166692 |
| 47. | COTTONTAILS | 1824538 |
| 48. | COTTONTAILS and Design | 1824539 |
| 49. | CREMEY BUMPERS | 1828426 |
| 50. | CREMEY BUMPERS | 1190871 |
| 51. | DANISH KITCHENS and Design | 1799544 |
| 52. | DESIGN (EUROPEAN CASTLE) | 1071077 |
| 53. | DOUGHNUGGETS and Design | 1893259 |
| 54. | EASTER EGG | 1928658 |
| 55. | EASTER EGG SNACK CAKE and Design | 1890048 |
| 56. | EUROPEAN BAKERS, LTD. | 1074702 |
| 57. | EUROPEAN BAKERS, LTD. and Design | 1322411 |
| 58. | EVANGELINE MAID and Design | 394083 |
| 59. | FAMILY VALUE | 1857338 |
| 60. | FILL 'EM WITH FUN | 1285456 |
| 61. | FLAV-A-TRON DOUGLAS and Design | 1156533 |
| 62. | FLOWERS and Design | 1120659 |
| 63. | FLOWERS BAKED BY THE FLOWERS FAMILY SINCE 1919 and Design | 2087381 |
| 64. | FLOWERS SPECIAL HARVEST EXTRA SPECIAL GOODNESS and Design | 1535612 |
| 65. | FLOWERS TENDERMIX and Design | 1236614 |
| 66. | FOOTBALL SNACKS and Design | 1891804 |
| 67. | FOUNTAIN INN and Design | 1118391 |
| 68. | FROM THE GRAIN STREET BAKERS and Design | 1433151 |
| 69. | FROM THE HEART OF THE SWEET POTATO | 1249177 |
| 70. | GAY 90'S (stylized) | 1270138 |
| 71. | GINGHAM MILL | 1140490 |
| 72. | GOAL! SNACKS | 1913602 |
| 73. | GOAL! SNACKS & Design | 1913605 |
| 74. | GOLDEN DELUXE | 1140046 |
| 75. | GOLDEN TOP | 718324 |
| 76. | GRAIN BERRY | 1114625 |
| 77. | HARVEST GRAINS and Design | 1566203 |
| 78. | HEALTHY FAMILY WHITE BREAD | 2121188 |
| 79. | HOMETOWN | 1111883 |
| 80. | HOOPS SNACKS and Design | 1886237 |
| 81. | IDEAL and Design | 1046949 |
| 82. | JACK-O-LANTERNS and Design | 1898253 |
| 83. | JELLY NELLY | 1190868 |
| 84. | JUBILEE | 1817041 |
| 85. | JUBILEE (stylized) | 1470847 |
| 86. | JUBILEE and Design | 1819127 |
| 87. | KETTERING'S COUNTRY STYLE and Design | 2131872 |
| 88. | KID POWER | 1697874 |
| 89. | KID POWER - HEALTHY BREAD FIT FOR KIDS | 1691823 |
| 90. | KIDS SNACK PACK and Design | 1892280 |
| 91. | KOBENHAUS | 1138016 |
| 92. | KWIK KAKES | 1819524 |
| 93. | KWIK-BAKE | 1293087 |
| 94. | MASTER SNACK | 1696336 |
| 95. | MATTIE MCGREGOR | 1138015 |

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| 96. | MC MILLIAN'S | 1907523 |
| 97. | MEAD'S FINE | 507326 |
| 98. | MELLO-RICH | 817477 |
| 99. | MERRILY PLANTATION DELUXE FRUIT | 1100915 |
| 100. | MIRACLE BAKE | 789525 |
| 101. | MONEY SAVER | 1068647 |
| 102. | MOUNTAIN FARM | 1883776 |
| 103. | MOUNTAIN FARM and Design | 1883778 |
| 104. | MOUNTAIN FARM and Design | 1895225 |
| 105. | MOUNTAIN FARM BAKERY and Design | 1389281 |
| 106. | MRS. FRESHLEY'S | 1641435 |
| 107. | MRS. SMITH'S | 786887 |
| 108. | MRS. SMITH'S | 1276937 |
| 109. | MRS. SMITH'S and Design | 1276935 |
| 110. | MRS. SMITH'S and Design | 791923 |
| 111. | MRS. SMITH'S and Design | 1696347 |
| 112. | NATURE'S OWN | 1707062 |
| 113. | NATURE'S OWN (stylized) | 1121956 |
| 114. | NATURE'S OWN and Design | 1563619 |
| 115. | NEW HARVEST | 1351978 |
| 116. | NEW TRADITION | 1351979 |
| 117. | NUTTY BUMPERS | 1190870 |
| 118. | OLD FASHIONED | 1461503 |
| 119. | OREGON FARMS | 1034002 |
| 120. | OREGON FARMS and Design | 1359506 |
| 121. | PECAN BINGO'S | 1179422 |
| 122. | PECAN TWIRLS | 767652 |
| 123. | PIES IN MINUTES | 1735065 |
| 124. | PIES, INC. and Design | 1784321 |
| 125. | PLANTATION MANOR and Design | 1346520 |
| 126. | POUR-A-QUICHE | 1897641 |
| 127. | PREMIUM PAK and Design | 1254661 |
| 128. | PRIZE RECIPE | 1374955 |
| 129. | PURITY MAID | 1245936 |
| 130. | REAL GRAIN | 1184271 |
| 131. | REGAL MANOR and Design | 1321116 |
| 132. | RICH GRAIN | 1193446 |
| 133. | RUBEL'S DEUTSCHES SCHWARZ BROT | 787254 |
| 134. | SALADS INTERNATIONAL DOUGLAS & Design | 1160181 |
| 135. | SMARTSTYLE | 1803860 |
| 136. | SOF-MIX | 1748726 |
| 137. | SOUTHERN and Design | 741380 |
| 138. | SOUTHERN and Design | 1321001 |
| 139. | SPARTAN and Design | 1072822 |
| 140. | SPECIAL HARVEST | 1351977 |
| 141. | STARR-SPRINGS | 1828442 |
| 142. | STILWELL | 2113973 |
| 143. | STILWELL and Design | 1079974 |
| 144. | STORCK DESIGN | 289742 |
| 145. | STORCK'S | 566001 |

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| 146. | SUNBELT | 1105726 |
| 147. | SUNBELT | 1243003 |
| 148. | SWEET WISE | 2071339 |
| 149. | TABLE LOAVES | 2046567 |
| 150. | TABLE PRIDE | 1187947 |
| 151. | TABLE PRIDE and Design | 1643783 |
| 152. | TABLE PRIDE INC. and Design | 1312729 |
| 153. | TAKING THE TIME TO BAKE THE BEST | 2090487 |
| 154. | TASTES LIKE A BISCUIT, KIN TO MUFFIN | 1803865 |
| 155. | TENDER MIX | 1088857 |
| 156. | TENDERMIX and Design | 1113280 |
| 157. | TESORITOS | 1873367 |
| 158. | THE BEST "BREAK" COFFEE EVER HAD | 744266 |
| 159. | THRIFTY HOUSE and Design | 1332457 |
| 160. | TIGER BREAD and Design | 1395077 |
| 161. | TIGER GRAB A TIGER BY THE TAIL and Design | 1395078 |
| 162. | VALENTINE SWEET TREATS and Design | 1886236 |
| 163. | VANN'S and Design | 1159363 |
| 164. | WHERE CONVENIENCE MEANS QUALITY | 1156543 |
| 165. | WHITEWHEAT | 1716182 |
| 166. | WHITEWHEAT and Design | 1747869 |
| 167. | WHITEWHEAT and Design | 1736856 |

Schedule "B"
Pending Applications for Flowers

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|-----|-----------------------------------------------------------|-----------|
| 1. | ABIGAIL SWEET | 75/334706 |
| 2. | BREAD BABIES | 75/355115 |
| 3. | BREAD BABIES (stylized) | 75/390814 |
| 4. | JUBILEE FLOWERS FAMILY RECIPE BREAKFAST CROWNS and Design | 75/216752 |
| 5. | NEW YORK APPLE CINNAMON ROLL | 75/358471 |
| 6. | SALLY SLICE | 75/355114 |
| 7. | SALLY SLICE (stylized) | 75/390815 |
| 8. | STILWELL | 75/351427 |
| 9. | TEXAS CINNAMON ROLL | 75/319224 |
| 10. | THE TASTE THAT TAKES YOU HOME | 74/721383 |

Office of the Secretary of State

I, EDWARD J. FREEL, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "FLOWERS BAKERIES, INC.", CHANGING ITS NAME FROM "FLOWERS BAKERIES, INC." TO "FLOWERS BAKERIES BRANDS, INC.", FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF DECEMBER, A.D. 1997, AT 2 O'CLOCK P.M.



A handwritten signature in cursive script, reading "Edward J. Freel".

Edward J. Freel, Secretary of State

2019365 8100

971442330

AUTHENTICATION

8828421

DATE

12-22-97

TRADEMARK

REEL: 1765 FRAME: 0589

**CERTIFICATE OF AMENDMENT
OF CERTIFICATE OF INCORPORATION OF FLOWERS BAKERIES, INC.**

Flowers Bakeries, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware,
DOES HEREBY CERTIFY:

FIRST: That at a meeting of the Board of Directors of Flowers Bakeries, Inc., resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:


RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "1" so that, as amended, said Article shall be and read as follows:
"The name of the corporation is Flowers Bakeries Brands, Inc."

SECOND: That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held, upon notice in accordance with Section 222 of the General Corporation Law of the state of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said Flowers Bakeries, Inc. has caused this Certificate to be signed by George Deese, its President, and Steve Avera, its Secretary, this 16th day of December, 1997.

By 
President

Attest: 
Secretary