

FORM PTO-1594 (Rev. 6-93)

REC'D

10-30-1998

EET LY

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

OMB No. 0651-0044



Atty Docket No.



Tentative 100804350 (attached original documents or copy thereof.)

1. Name: Flowers Bakeries, Inc. *MD 11-27-98*

Individuals(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_

Additional names(s) of conveying party(ies) attached  Yes  No

3. Nature of conveyance: *33*

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

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 South Carolina  
 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) *TM*  
see attached schedule B (10 marks)

Additional numbers attached?  Yes  No

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 40.00 OP  
02 FC:482 4350.00 OP  
03 FC:998 10.00 OP

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).....\$ \$4400.00

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: 4440E

1071914 5.00 OP  
10860 50.00 OP  
71914 50.00 OP  
71914 -5.00 OP

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

*Sharan B. Flexner*  
Signature

10/05/1998  
Date

Total number of pages including cover sheet, attachments, and documents: \_\_\_\_\_

TRADEMARK  
REEL 1766 FRAME: 05

**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

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

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

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**

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.



Handwritten signature of Edward J. Freel in cursive script.

Edward J. Freel, Secretary of State

2019365 8100

971442330

AUTHENTICATION: 8828421

DATE: 12-22-97

TRADEMARK

REEL: 1766 FRAME: 0574

**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 16<sup>th</sup> day of December, 1997.

By George Deese  
President

Attest: Steve Avera  
Secretary