

03-20-2003



To 102395001 rademarks:  
Please record the attached original documents or copy thereof

1. Name of Conveying Party(ies): 3-18-03  
Chris Willoughby  
Additional name(s) of conveying party(ies) attached?  
 Yes  No

2. Name and address of receiving party(ies)  
Name: Kellogg Company  
Internal Address: (Same as Street Address)  
Address: One Kellogg Square, P.O. Box 3599

3. Nature of conveyance:  
 Assignment  Merger  Corrected Assign.  
 Security Agt.  Change of Name  
Execution Date: March 4, 2003

City Battle Creek State: MI Zip: 49016  
Additional name(s) & address(es) attached:  Yes  No

4. If this document is being filed together with a new application, the execution date is: \_\_\_\_\_  
Application number(s) or patent number(s):  
A. Patent Application No.(s) 29/173,401  
B. Patent No(s) \_\_\_\_\_  
Additional numbers attached:  Yes  No

6. Total no. of applications and patents involved 1  
7. Total fee (37 CFR 3.41) \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account  
8. Deposit account number: 08-2789  
(Attach duplicate copy of this page if paying by deposit account)

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Samuel J. Haidle, Esq.  
HOWARD & HOWARD ATTORNEYS, P.C.  
Internal Address: (Same as Street Address)  
Street Address: 39400 Woodward Avenue, Suite #101  
City: Bloomfield Hills State: MI Zip: 48304-5151

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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.*  
[Signature]  
Signature

Samuel J. Haidle  
Reg. No. 42,619

March 13, 2003  
Date

Total number of pages including cover sheet, attachments and document: 2

OFFICE OF PATENT RECORDS  
2003 MAR 18 PM 2:44  
FINANCE SECTION

**ASSIGNMENT**

For the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, I, **CHRIS WILLOUGHBY**, residing at **488 South Moorland Drive, Battle Creek, Michigan 49015**, do hereby assign, sell and set over to **KELLOGG COMPANY**, Michigan corporation, and having a place of business at **One Kellogg Square, P.O. Box 3599, Battle Creek, Michigan 49016**, hereinafter referred to as ASSIGNEE, its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in

**SWIRLED CEREAL PIECE**

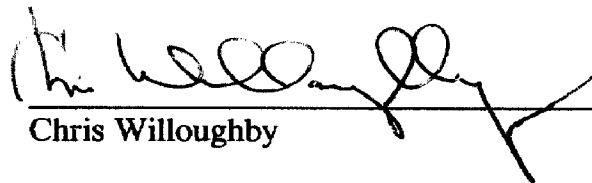
which is set forth in an application for Letters Patent in the United States as U.S. Patent Application Serial No. 29/173,401, filed on December 27, 2002, attorney docket number 67,500-586; including the right of said ASSIGNEE, its successors, assigns or other legal representatives to file foreign patent applications corresponding to said application, and the right to claim the priority date of said application and any legal equivalents thereof, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, and to any and all divisions, continuations, and continuations-in-part of said application, or re-issues or extensions of said Letters Patent or Patents, the same to be held and enjoyed by the ASSIGNEE, as fully and entirely as the same would have been held by us had this Assignment and sale not been made.

And I hereby covenant and agree that I, my heirs, successors, assigns or other legal representatives will at any time upon the request and at the expense of the ASSIGNEE, its successors, assigns, or other legal representatives execute and deliver any and all papers and do all lawful acts that may be necessary or desirable to perfect the title to said invention and to obtain Letters Patent therefor.

And I hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the ASSIGNEE in accordance with this Agreement.

And I hereby represent and warrant that I have not granted any rights inconsistent with the rights granted herein.

3.4.2003  
Date

  
Chris Willoughby

Please address all correspondence and telephone calls and, upon recordation, please return this document to:

**SAMUEL J. HAIDLE, ESQ.**  
**HOWARD & HOWARD ATTORNEYS, P.C.**  
**39400 Woodward Avenue, Suite 101**  
**Bloomfield, Hills, Michigan 48304-5151**  
**(248) 645-1483**

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