

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>John B. Edwards</td> <td>05/07/2007</td> </tr> <tr> <td>Karla K. Norstrom</td> <td>05/08/2007</td> </tr> <tr> <td>David Keith Tebow</td> <td>05/08/2007</td> </tr> <tr> <td>Charles Gambino</td> <td>05/08/2007</td> </tr> </tbody> </table>		Name	Execution Date	John B. Edwards	05/07/2007	Karla K. Norstrom	05/08/2007	David Keith Tebow	05/08/2007	Charles Gambino	05/08/2007
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David Keith Tebow	05/08/2007										
Charles Gambino	05/08/2007										
RECEIVING PARTY DATA											
Name:	Kellogg Company										
Street Address:	One Kellogg Square										
City:	Battle Creek										
State/Country:	MICHIGAN										
Postal Code:	49016-3599										
PROPERTY NUMBERS Total: 1											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29279925</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29279925						
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Application Number:	29279925										
CORRESPONDENCE DATA											
Fax Number:	(248)433-7274										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Correspondent Name:	William H. Honaker										
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Address Line 4:	Bloomfield Hills, MICHIGAN 48304										
ATTORNEY DOCKET NUMBER:	675000-935										
NAME OF SUBMITTER:	William H. Honaker										
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif											

OP \$40.00 29279925

PATENT

Assignment of Rights, Title and Interest in Invention

Docket No.

675000-00935

This is an assignment of all rights, title and interest in the below designated patent application:

- attached hereto.
- United States Patent Application Serial No. _____
filed on _____
- International (PCT) Patent Application Serial No. _____

Title of the Invention

GIRAFFE DESIGN FOR FOOD PRODUCTS

Inventors (assignors)

Name	Address
John B. Edwards	7075 Morgan Road East, Battle Creek, MI 49017
Karla K. Norstrom	402 E. Hamilton Lane, Battle Creek, MI 49015
David Keith Tebow	148 Westchester Way, Battle Creek, MI 49015
Charles Gambino	6863 Bentley Drive, Kalamazoo, MI 49009

Assignee

Name	Address
Kellogg Company	One Kellogg Square P.O. Box 3599 Battle Creek, Michigan 49016-3599

**Assignment of Rights, Title and Interest in Invention
(Multiple Inventors; single assignee)**

Docket No.
675000-00935

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application(s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent in the United States, and countries foreign thereto, which may be granted or have granted for said Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventor's Signatures

Name	Signature/Date
John B. Edwards	<i>John B. Edwards</i> 5-7-07
Karla K. Norstrom	<i>Karla K. Norstrom</i> 5-8-07
David Keith Tebow	<i>David Keith Tebow</i> 5-8-07
Charles Gambino	<i>Charles Gambino</i> 5/8/07