

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>David J Domingues</td><td>10/03/2008</td></tr><tr><td>Susan Hall</td><td>10/02/2008</td></tr><tr><td>David A. Kirk</td><td>10/03/2008</td></tr><tr><td>Scott Kackman</td><td>10/03/2008</td></tr></tbody></table>	Name	Execution Date	David J Domingues	10/03/2008	Susan Hall	10/02/2008	David A. Kirk	10/03/2008	Scott Kackman	10/03/2008	
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David J Domingues	10/03/2008										
Susan Hall	10/02/2008										
David A. Kirk	10/03/2008										
Scott Kackman	10/03/2008										
RECEIVING PARTY DATA											
Name:	General Mills Marketing, Inc.										
Street Address:	Number One General Mills Boulevard										
City:	Minneapolis										
State/Country:	MINNESOTA										
Postal Code:	55440										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29310602</td></tr></tbody></table>	Property Type	Number	Application Number:	29310602							
Property Type	Number										
Application Number:	29310602										
CORRESPONDENCE DATA											
Fax Number:	(763)764-2268										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	D7116US-4										
NAME OF SUBMITTER:	Arlene L. Hornilla										
Total Attachments: 3 source=D7116US-4 Assignment#page1.tif											

CH \$40.00 29310602

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PATENT
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ASSIGNMENT

U.S. Application Serial No.: 29/310,602

Filed: August 28, 2008

In consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, we hereby assign to General Mills Marketing, Inc. a corporation of Delaware hereinafter referred to as "Assignee", its successors, legal representatives and assigns the entire right, title and interest in and to our invention or improvements in

DOUGH AND DOUGH PRODUCT PACKAGING CONFIGURATIONS

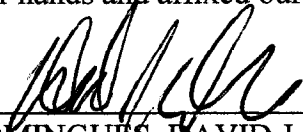
and in and to the application for Letters Patent of the United States therefor, executed by us on or about the 3rd day of October, 2008, and in and to any continuation, continuation-in-part, divisional and substitute applications therefor, and in and to any reissue or extension of any Letters Patent that may be granted upon any such applications. We hereby authorize and request the Commissioner of Patents to issue said Letters Patent to said Assignee.

We hereby authorize the above-mentioned assignee, its successors and assigns or anyone it may properly designate, to insert in this instrument the filing date and Serial Number of said application when ascertained.

For said consideration we hereby agree, upon request of said Assignee, its successors, legal representatives or assigns, to execute any and all continuation, continuation-in-part, divisional and substitute applications for said invention or improvements, and make any rightful oath or supplemental oath or affidavit relating thereto, and any application for reissue or extension of any Letters Patent that may be granted upon any such applications that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient, and for said consideration we further agree upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any continuation, continuation-in-part, divisional or substitute therefor, or Letters Patent issued thereon, or any reissue or application for the reissue thereof, becoming involved in Interference, to cooperate to the best of our ability with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, and we hereby agree to perform, upon such request, any and all lawful affirmative acts to obtain said Letters Patent and vest all rights therein hereby conveyed in said Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by us if this assignment and sale had not been made. And for said consideration we hereby assign to said Assignee, its successors, legal representatives and assigns the entire right, title and interest in and to said invention or improvements for any and all foreign countries including our rights under the International Convention for the Protection of Industrial Property and agree upon request of the said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required of us, to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, its successors, legal representatives and assigns.

IN WITNESS WHEREOF, we have hereunto set our hands and affixed our seal as dated below.

Date: Oct. 3, 2008


DOMINGUES, DAVID J.

WITNESSED BY:

Name: Pam Wilde

Date: 10/3/2008

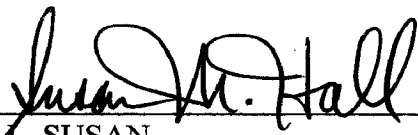
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Date: 10/2/08


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Date: 10-3-08

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Date: 10/3/08

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