


Form PTO-1595 (Rev. 03-09)
OMB No. 0651-0027 (exp. 03/31/2009)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY	
To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
1. Name of conveying party(ies) (1) KEMPF, THOMAS P.; (2) KAISER, RICHARD J.; (3) SCHIRO, FRANCIS G. Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>General Mills, Inc.</u> Internal Address: <u>M04-A</u> Street Address: <u>Number One General Mills</u> <u>Boulevard</u> City: <u>Minneapolis</u> State: <u>MN</u> Country: <u>USA</u> Zip: <u>55426</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance/Execution Date(s): Execution Date(s) <u>(1) May 7, 2010; (2) June 28, 2010;</u> <u>(3) June 19, 2010</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____	4. Application number(s) or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>12/774,317</u> Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>General Mills, Inc.</u> Internal Address: <u>M04-A</u> Street Address: <u>Number One General Mills Blvd.,</u> <u>P. O. Box 1113</u> City: <u>MINNEAPOLIS</u> State: <u>MN</u> Zip: <u>55426</u> Phone Number: <u>763-764-2265</u> Fax Number: <u>763-764-2268</u> Email Address: <u>gmi.patents@genmills.com</u>	6. Total number of applications and patents involved: <u>1</u> 7. Total fee (37 CFR 1.21(h) & 3.41) <u>\$40.00</u> <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)
8. Payment Information Deposit Account Number <u>07-0900</u> Authorized User Name <u>Arlene L. Hornilla</u>	
9. Signature: <u></u> <u>22 July 2010</u> <div style="display: flex; justify-content: space-between;"> Signature Date </div> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div style="width: 40%;"> <u>Arlene L. Hornilla</u> Name of Person Signing </div> <div style="width: 50%;"> Total number of pages including cover sheet, attachments, and documents: <u>7</u> </div> </div>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

PATENT

700441914

REEL: 024725 FRAME: 0685

CH \$40.00 070900 12774317

ASSIGNMENT

U.S. Application Serial No.: 12/774,317

Filed: May 5, 2010

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, 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

PRODUCT INFORMATION SYSTEMS AND METHODS

and in and to the application for Letters Patent of the United States therefor, executed by us on or about the 7 day of May, 2010, 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: 5/7/10

Thomas P. Kempf
KEMPF, THOMAS P.

WITNESSED BY:

Name: Pam Wilde

Date: 5/7/10

Address: 10926 Riverdale Dr.
Ramsey, MN 55303

Name: Lisa Taylor

Date: 5-7-10

Address: 10950 Magnolia St NW
Corn Rapids, MN 55433

Date: _____

KAISER, RICHARD J.

WITNESSED BY:

Name: _____

Date: _____

Address: _____

Name: _____

Date: _____

Address: _____

Date: _____

SCHIRO, FRANCIS G.

WITNESSED BY:

Name: _____

Date: _____

Address: _____

Name: _____

Date: _____

Address: _____

ASSIGNMENT

U.S. Application Serial No.: 12/774,317

Filed: May 5, 2010

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, 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

PRODUCT INFORMATION SYSTEMS AND METHODS

and in and to the application for Letters Patent of the United States therefor, executed by us on or about the 28 day of June, 2010, 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: _____

KEMPF, THOMAS P.

WITNESSED BY:

Name: _____

Date: _____

Address: _____

Name: _____

Date: _____

Address: _____

Date: 6/28/2010

Richard J. Kaiser
KAISER, RICHARD J.

WITNESSED BY:

Name: Thomas P. Kempf

Date: 6-28-2010

Address: 1082 Kressler Road
Allentown, PA 18103

Name: Richard J. Kaiser

Date: 6/28/2010

Address: 6900 Hamilton Blvd
Trexlerstown PA 18087

Date: _____

SCHIRO, FRANCIS G.

WITNESSED BY:

Name: _____

Date: _____

Address: _____

Name: _____

Date: _____

Address: _____

ASSIGNMENT

U.S. Application Serial No.: 12/774,317

Filed: May 5, 2010

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, 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

PRODUCT INFORMATION SYSTEMS AND METHODS

and in and to the application for Letters Patent of the United States therefor, executed by us on or about the 19 day of June, 2010, 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: _____

KEMPF, THOMAS P.

WITNESSED BY:

Name: _____

Date: _____

Address: _____

Name: _____

Date: _____

Address: _____

Date: _____

KAISER, RICHARD J.

WITNESSED BY:

Name: _____

Date: _____

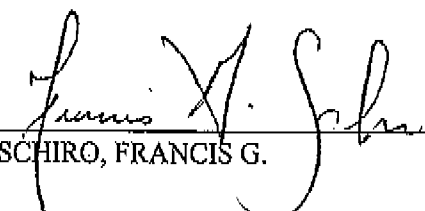
Address: _____

Name: _____

Date: _____

Address: _____

Date: JUNE 19, 2010



SCHIRO, FRANCIS G.

WITNESSED BY:

Name: Diane M. Schiro

Date: 6/19/10

Address: 3495 Clay Road
Doylestown, PA 1902

Name: John M. Savochka

Date: 6/19/10

Address: 509 E. Bloomfield St.
Rome, N.Y. 13440