503616027 12/17/2015

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
ALI EL-AFANDI	04/01/2013
JEREMY R MARINCEL	03/19/2013

RECEIVING PARTY DATA

Name:	GENERAL MILLS, INC.	
Street Address:	NUMBER ONE GENERAL MILLS BLVD.	
City:	MINNEAPOLIS	
State/Country:	MINNESOTA	
Postal Code:	55426	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29519530

CORRESPONDENCE DATA

Fax Number: (703)583-8301

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

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Email: MAIL@DWPATENTLAW.COM
Correspondent Name: DIEDERIKS & WHITELAW, PLC

Address Line 1: 13885 HEDGEWOOD DR., SUITE 317
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ATTORNEY DOCKET NUMBER:	7568US05	
NAME OF SUBMITTER:	EVERETT G. DIEDERIKS, JR.	
SIGNATURE:	/Everett G. Diederiks, Jr./	
DATE SIGNED:	12/17/2015	

Total Attachments: 4

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PATENT 503616027 REEL: 037314 FRAME: 0487

ASSIGNMENT

U.S. Application Serial No.: 29/443,543

Filed: January 18, 2013

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

Label on Container

and in and to the application for Letters Patent of the United States therefor, executed by us on or about the 1st day of April 2013, 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.

> PATENT REEL: 037314 FRAME: 0488

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

Date: <u>1/1/13</u>	
	El-Afandi, Ali
WITNESSED BY:	
Name Lindy afterniony	QDate: <u>4/1/43</u>
Address: 482 5424040400	
Name: Bullak Bage	Date: 4///3
Address: 1123-2006 St.	
Date:	Marincel, Jeremy R.
WITNESSED BY:	, ,
Name:	Date:
Address:	
Name:	Date:
Address:	

PATENT REEL: 037314 FRAME: 0489 IN WITNESS WHEREOF, we have hereunto set our hands and affixed our seal as dated below.

Date;	
	El-Afandi, Ali
WITHESSED BY:	
Name:	Date:
Address:).
Name:	Date:
Address:	
Date: 3/19/13	Marincel, Jeremy R.1
WITNESSED BY:	
Name July Brandli	Date: 3/10/12

PATENT REEL: 037314 FRAME: 0490 Address 10935 45 M AVE K Plymanth, MN 55442

Address 2735 Stanbay Com She 2004 Lake 1014 5332 2

PATENT REEL: 037314 FRAME: 0491

RECORDED: 12/17/2015