

06-20-2002

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U.S. Patent & TMOfc/TM Mail Rcpt Dt. #70 REC 3. DEPARTMENT OF COMMERCE 102147002 U.S. Patent and Trademark Office Tŀ OMB No. 0651-0027 (exp. 5/31/2002) Tab settings ⇒⇒⇒ To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof. 1. Name of conveying party(ies): 2. Name and address of receiving party(ies) Name: General Mills IP Holdings II, LLC General Mills, Inc. Internal Address: Association Individual(s) Street Address: No. One General Mills Blvd. General Partnership Limited Partnership City: Minneapolis State: MN Zip: 55426 Corporation-State Other a Delaware corporation Individual(s) citizenship_ Association Additional name(s) of conveying party(ies) attached? Yes No General Partnership Nature of conveyance: Limited Partnership ✓ Assignment Merger Corporation-State Change of Name Other Delaware Limited Liability Company Security Agreement If assignee is not domiciled in the United States, a domestic Other_ representative designation is attached: Yes No (Designations must be a separate document from assignment)
Additional name(s) & address(es) attached?

Yes
No Execution Date: May 1, 2002 4. Application number(s) or registration number(s): B. Trademark Registration No.(s) 838913, 838916, 78033137, 78069687, A. Trademark Application No.(s) 78039488, 76310983, 78069690, 78002500 1684166, 1676933, 1742451, 1747880 Additional number(s) attached Yes 5. Name and address of party to whom correspondence 6. Total number of applications and 120 concerning document should be mailed: registrations involved: Name: Dori Hummel 7. Total fee (37 CFR 3.41).....\$_3,015.00 Internal Address:_ **Enclosed** Law Department, 4NE Authorized to be charged to deposit account 8. Deposit account number: Street Address:___ 07-0900 No. One General Mills Blvd. City: Minneapolis State: MN Zip:55426 DO NOT USE THIS SPACE 9. Signature. Name of Person Signing Total number of pages including cover sheet, attachments, and document

07/08/2002 TDIAZ1

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documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments

Washington, D.C. 20231

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective as of the day of 2002 by General Mills, Inc., a corporation duly organized and existing under the laws of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 ("Assignor").

WHEREAS, Assignor is the owner of trademarks identified on <u>Schedule A</u> hereto (as such Schedule may be amended, supplemented or modified from time to time to permit the Assignor to comply with the terms of this Assignment) which are registered or pending registration in the United States pertaining to the Assignor's and its subsidiaries' cereal business and the cereal business' products (the "Assigned Trademarks");

WHEREAS, Assignor and General Mills IP Holdings II, LLC, a Delaware limited liability company having a principal place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 (hereinafter referenced as "Assignee"), have executed a Contribution Agreement dated April 2, 2002 (the "Contribution Agreement") wherein Assignor agreed to absolutely assign to Assignee certain property, including the Assigned Trademarks; and

WHEREAS, the Contribution Agreement requires Assignor to assign to Assignee the Assigned Trademarks.

NOW, THEREFORE, in consideration of and in exchange for the property described in the Contribution Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, subject to certain limitations set forth in the Contribution Agreement, all rights, title and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized thereby, the registrations therefor, the applications, renewals and other rights associated therewith and all remedies against infringements, violations and dilutions thereof. Subsequent to the execution of this Assignment, Assignor shall prepare any additional documents and take all actions that are necessary (i) to record this Assignment with the United States Patent and Trademark Office and any other appropriate governmental or regulatory entities or agencies of the United States or elsewhere and (ii) to effect a proper and valid assignment of the Assigned Trademarks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

GENERAL MILLS, INC.

Name:

David Van Benschoten

Title:

Vice President, Treasurer

Notary Public

STATE OF MINNESOTA

) ss.

COUNTY OF HENNEPIN

On this Liday of Moy, 2002, before me, a Notary Public within and for said County, personally appeared here. to me known to be the person described in and who executed the foregoing instrument and acknowledged that she executed the same as her free act and deed.

TSEVOR V. GUNDERSON

ROTARY PUBLIC - MINNESOTA

BAMSEY DOUNT Y

My Contribusion Explication 31, 2005

TRADEMARK

.... REEL: 002535 FRAME: 0424

SCHEDULE A

LIST OF ASSIGNED TRADEMARKS

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
ABOUND							
UNITED STATES	168	06/12/1967	273,566	11/14/1967	838,913	REGISTERED	30
30 - READY-	TO-EAT BREAKFAS	ST CEREAL					
AMPLE							
UNITED STATES	243	06/12/1967	273,569	11/14/1967	838,916	REGISTERED	30
30 - READY -	TO-EAT BREAKFAS	ST CEREAL					
BASIC 4							
UNITED STATES	13341	06/25/1990	072,691	04/21/1992	1,684,166	REGISTERED	30
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UNITED STATES	13530	12/24/1990	126,004	02/25/1992	1,676,933	REGISTERED	30
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UNITED STATES	17793	10/22/1997	75/382127	10/13/1998	2,195,944	REGISTERED	30
30 - BREAKF	AST CEREAL						
BODY BUDE	DIES						
UNITED STATES	6534 1	10/21/1976	104,001	05/31/1977	1,066,873	REGISTERED	30
30 - READY-	TO-EAT BREAKFAS	ST CEREAL					
BOO BERRY	?					•	*
UNITED STATES	3332 0	08/16/1972	432,972	02/19/1974	979,045	REGISTERED	30
30 - READY-	TO-EAT BREAKFAS	ST CEREALS	3				
BREAKFAST	Г ОГ СНАМР	IONS					
UNITED STATES	14040 (08/24/1992	307,027	11/30/1993	1,808,058	REGISTERED	41
41 - ORGANI	ZING, PROMOTING	AND CON	DUCTING MO	TIVATION AND RE	COGNITION P	ROGRAMS	
BREAKFAST	F OF CHAMP	IONS					
UNITED STATES	14041 (08/24/1992	307,050	08/10/1993	1,787,030	REGISTERED	36
36 - FOR CH	ARITABLE FUND RA	AISING SER	RVICES				
BREAKFAST	Г РАСК						
UNITED STATES	13663 (05/22/1991	169,032	04/13/1993	1,765,343	REGISTERED	30
30 - BREAKF	AST CEREAL						

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COUNTRY	REFERENCE	# FILED	APPL#	REGDT	REG#	STATUS	CLASSE
CEREAL AI	VENTURI	E CAFÉ					
UNITED STATES	18508	10/31/2000	78/033,137			PENDING	42
42 - RESTAU	RANT SERVICE	S					
CEREAL AD	VENTURE	•					
UNITED STATES	18281	03/15/2000	75/960,326	01/29/2002	2,534,798	REGISTERED	41
_	MENT CENTERS	;					
CEREAL RE	WARDS						
UNITED STATES	18543					COMMON	
CLUSTERS							
UNITED STATES	14639	09/20/1993	437,619	10/11/1994	1,857,820	REGISTERED	30
30 - BREAKF	AST CEREAL						
CLUSTERS (STYLIZED))					
UNITED STATES	12890	04/06/1989	791,508	05/22/1990	1,597,677	REGISTERED	30
30 - BREAKF							
COCOA PUF	FS						
UNITED STATES	626	02/18/1970	351,699	11/17/1970	902,727	REGISTERED	30
	TO-EAT BREAKE						
COCOA PUF	FS CHOCO	DLATE CA	ANYON				
UNITED STATES	18521	11/17/2000	78/035,717	01/15/2002	2,530,812	REGISTERED	41
	IENT CENTERS						
COCOA PUF							
UNITED STATES	18583	06/18/2001	78/069,687			PENDING	30
30 - CEREAL- FOR MA	DERIVED FOOL KING FOOD	PRODUCT T	O BE USED AS	S A BREAKFAST (CEREAL, SNAC	K FOOD, OR INGF	REDIENT
COUNT CHO	CULA						
UNITED STATES	12643	12/21/1987	701,872	11/01/1988	1,511,150	REGISTERED	4 6
46 - READY-T	O-EAT BREAKF	AST CEREAL					
COUNT CHO	CULA ANI	D CHARA	CTER DE	SIGN			
UNITED STATES	646	06/29/1970	363,810	12/08/1970	903,974	REGISTERED	30
30 - READY-T	O-EAT BREAKF	AST CEREAL					
COUNTRY							
UNITED STATES	10561	02/27/1984	467,674	07/02/1985	1,346,587	REGISTERED	30
30 - READY-T	O-EAT BREAKF	AST CEREAL					
COUNTRY							
UNITED STATES	649	08/03/1964	199,053	02/08/1966	803,501	REGISTERED	30
30 - CORN FL	AKES WITH RIC	E					
COUNTRY C	ORN FLAK	KES AND I	DESIGN				
UNITED STATES 30 - BREAKFA		06/04/1986	602,308	02/10/1987	1,428,646	REGISTERED	30

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
CREATE YO	UR OWN CE	REAL I	FACTORY	7			
UNITED STATES	18532	2/15/2000	78/039,488			ALLOWED	41
41 - AMUSE	MENT CENTER SER	VICES FEA	ATURING EDU	CATIONAL EXHI	BITS		
CRISPY WH	EATIES 'N R.	AISINS					
UNITED STATES		2/18/1995	034,029	02/04/1997	2,035,296	REGISTERED	30
30 - BREAKE	AST CEREAL	-,	.,,	32. 6 7 3 5	_,000,000		
CUCKOO FO	OR COCOA P	UFFS (C	COCOA PI	HFFS)			
UNITED STATES		07/29/1987		05/17/1988	1,488,728	REGISTERED	30
	TO-EAT BREAKFAS		070,100	00/11/1000	1,400,720	TEOIO: ENED	30
	HOLE HARVI						
UNITED STATES		2/19/1997	75/408,597	09/21/1999	2,280,005	REGISTERED	30
	AST CEREAL	211311331	13/400,331	09/2 (/ 1999	2,200,000	REGISTERED	30
	BIRD (COCO	A PHE	'S'				
UNITED STATES	•	A 1 01 1 1/14/1991	74/130,459	12/03/1991	1,666,876	REGISTERED	30
	AST CEREAL	1/14/1331	74/130,433	12/03/1991	1,000,070	REGISTERED	30
	BIRD (COCO	A DITE	ימאסט פי	V)			
UNITED STATES	•	A 1 OF 1 1/07/2000	76/160,575	01/22/2002	2,531,791	REGISTERED	30
	SSED CEREAL USE		,		2,551,791	REGISTERED	30
** *****				OKT COD			
	13950 06	6/09/1992	,	04/13/1993	1 764 720	DECISTEDED	20
UNITED STATES	AST CEREAL	0/09/1992	283,203	04/13/1993	1,764,738	REGISTERED	30
		DOOM					
	CLOWN (KA) 13605 03	ŕ		04/07/1002	4 674 304	PECIETERE	30
UNITED STATES	AST CEREAL	3/27/1991	74/151,725	01/07/1992	1,671,284	REGISTERED	30
		TITTO\					
	FACES (DON	ŕ	225 270	00/24/4082	4 206 402	DECISTEDED	20
UNITED STATES 30 - READY-1	.9576 08 :CO-EAT BREAKFAS	/26/1981 T CEREAL	325,379	08/24/1982	1,206,403	REGISTERED	30
	GHOST (BOC		V)				
UNITED STATES	•	7/03/1989	73/810,332	03/06/1990	1,585,977	REGISTERED	30
•	AST CEREAL	700/1000	707010,002	00/00/1000	1,000,011	TEOTOTERED	00
	MAN (FRANI	ZENRFI	RRV)				
UNITED STATES	•	/29/1970	363,813	03/23/1971	910,456	REGISTERED	30
	TO-EAT BREAKFAS			00/20/10/1	310,400	REGIOTERES	00
	RABBIT (TRI	•	160 110	05/12/1002	1 606 610	BECISTERED	30
UNITED STATES	13653 04/	29/1991	163,113	05/12/1992	1,686,612	REGISTERED	30
	AST CEREAL	W					
	RABBIT (TRI					DE0/07-05-	
UNITED STATES	12922 05	10/1989	798,942	01/02/1990	1,575,362	REGISTERED	30
30 - FROZEN	CONFECTIONS						

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
DESIGN OF I	RABBIT'S H	EAD (TR	RIX)				
UNITED STATES	11155	05/05/1978	169,262	02/27/1979	1,114,210	REGISTERED	30
30 - READY-T	O-EAT BREAKFAS	ST CEREAL					
DESIGN OF S	SQUIRREL						
UNITED STATES	18010	04/26/1999	75/692,050	08/29/2000	2,380,980	REGISTERED	30
30 - PROCES	SED CEREAL USE	D AS A BRE	AKFAST OR	SNACK FOOD			
DINA-MITE (STYLIZED)						
UNITED STATES	6219	06/29/1966	249,248	09/03/1968	856,091	REGISTERED	30
30 - WHOLE V	VHEAT CEREAL						
DONUTZ CE	REAL (STYL	LIZED)					
UNITED STATES	9929	03/08/1982	353,639	12/06/1983	1,260,606	REGISTERED	30
30 - BREAKFA	AST CEREAL						
EVERYTHIN	G BUT THE	BOWL					
UNITED STATES	18352	05/09/2000	78/007,403	09/25/2001	2,493,593	REGISTERED	30
30 - CEREAL-	BASED READY-TO	D-EAT SNAC	K BARS				
FACTOR							
UNITED STATES	789	06/12/1967	273,563	11/14/1967	838,910	REGISTERED	30
30 - READY-T	O-EAT BREAKFAS	ST CEREAL					
FAMILY PAC	CK						
UNITED STATES	9387					COMMON	
FIBER ONE							
UNITED STATES	11020	10/29/1984	506,223	05/14/1985	1,335,787	REGISTERED	30
30 - READY-T	O-EAT BREAKFAS	T CEREAL					
FIBER ONE A	AND DESIGN	J					
UNITED STATES	12889 (04/10/1989	792,549	12/05/1989	1,570,080	REGISTERED	30
30 - BREAKFA	ST CEREAL						
FINAL							
UNITED STATES	801 0	5/04/1967	270,648	10/10/1967	836,858	REGISTERED	30
30 - READY-T	O-EAT BREAKFAS	ST CEREAL					
FRANKEN B	ERRY						
UNITED STATES	819 0	6/29/1970	363,812	03/23/1971	910,455	REGISTERED	30
30 - READY-T	O-EAT BREAKFAS	ST CEREAL					
FROSTED W	HEATIES						
UNITED STATES	18607 0	9/12/2001	76/310,983			PENDING	30
	SED CEREAL-DER		PRODUCT TO	O BE USED AS A	BREAKFAST C	EREAL, SNACK FO	DOD, OR
FRUIT CRUN		,, 000					
UNITED STATES		2/06/1982	404,885	04/03/1984	1,272,991	REGISTERED	30
Similed Chilled							

COUNTRY	REFERENCI	E# FILED	APPL#	REGDT	REG#	STATUS	CLASSES
GOLD MEDA	L RAISIN	I BRAN					
UNITED STATES	18076	08/04/1999	75/767,806	09/11/2001	2,488,742	REGISTERED	30
30 - PROCESS	ED CEREAL	USED AS A BRI	EAKFAST OR S	NACK FOOD			
GOLDEN GRA	AHAMS						
UNITED STATES	5022	05/28/1974	22573	04/22/1975	1,009,230	REGISTERED	30
30 - READY-TO	D-EAT BREAK	FAST CEREAL					
GOLDEN GRA	AHAMS N	ORNING	MIX				
UNITED STATES	18586	06/18/2001	78/069,690			PENDING	30
30 - CEREAL-E FOR MAK GOLDEN GRA	ING FOOD		O BE USED AS	A BREAKFAST	CEREAL, SNAC	CK FOOD, OR INGF	REDIENT
UNITED STATES	17526	03/10/1997	75/254 575	00/29/1000	2 280 200	DECICTEDED	00
30 – CEREAL B			75/254,575	09/28/1999	2,280,300	REGISTERED	30
GRAHAM CL	ACKERS						
UNITED STATES	974	02/27/1968	291,941	10/22/1968	859,037	REGISTERED	30
30 - READY-TO	-EAT BREAK	FAST CEREAL					
HARMONY							
UNITED STATES	18288	04/04/2000	78/002,500			PENDING	30
30 - READY-TO CEREAL	-EAT BREAK	FAST CEREAL.	AND BREAKFA	ST MEAL PROD	DUCTS MADE P	RIMARILY FROM B	REAKFAST
HARMONY A	ND DESIG	GN					
UNITED STATES	18413	08/31/2000	76/119,772			PENDING	30
30 - PROCESS	ED CEREAL U	JSED AS A BRE	AKFAST OR S	NACK FOOD			
HEY! THIS IS	N'T RAIS	IN BRAN!					
UNITED STATES	9832	01/28/1982	347,669	11/15/1983	1,257,745	REGISTERED	30
30 - READY-TO	-EAT BREAK	FAST CEREAL					
HI-PRO							
UNITED STATES	18486	09/22/2000	78/027,248			PENDING	30
30 - PROCESS	ED CEREAL U	JSED AS A BRE	AKFAST OR S	NACK FOOD			
HOME-BAKE	D TASTE	BY THE S	POONFUI	.!			
UNITED STATES	17371	02/10/1997	75/239,668	12/30/1997	2,125,724	REGISTERED	30
30 - BREAKFAS	ST CEREAL						
HONEY FROS	TED WH	EATIES					
UNITED STATES 30 - BREAKFA		12/18/1995	034,028	01/21/1997	2,031,980	REGISTERED	30
HONEY NUT	CLUSTER	RS					
UNITED STATES 30 - BREAKFAS		03/10/1997	75/255,156			PENDING	30
HOW DO YOU		OUR GRA	НАМЭ				
UNITED STATES		09/10/1998	75/550874	06/29/1999	2,257,349	REGISTERED	30
30 - BREAKFAS		33, 13, 1030	. 3.000014	30,23, 1000	2,201,040	REGIOTENED	50

HUNGRY MINDS	COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES				
NITED STATES 15676 03/01/1994 495,800 12/19/1995 1,943,201 REGISTERED 36 36 - PROVIDING EDUCATIONAL SCHOLARSHIP FUNDS												
### The color of t			03/01/1994	495 800	12/19/1995	1 943 201	REGISTERED	36				
NITED STATES 18626 02/14/2002 78/108/785 PENDING 30 30 30 30 30 30 30 3				•	12, 10, 1000	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	00				
March Mar												
Make a hander Make a hand				-				30				
MINITED STATES 1169 10/24/1968 310,393 06/03/1969 870,570 REGISTERED 30 30 - READY-TO-EAT BREAK-FAST CEREAL			PRODUCT T	O BE USED AS	A BREAKFAST (CEREAL, SNAC	K FOOD, OR ING	REDIENT				
MINITED STATES 1169 10/24/1968 310,393 06/03/1969 870,570 REGISTERED 30 30 - READY-TO-EAT BREAK-FAST CEREAL	KABOOM											
No.		1169	10/24/1968	310.393	06/03/1969	870,570	REGISTERED	30				
MINTED STATES 13293 05/29/1990 74/063,382 06/18/1991 1,648,275 REGISTERED 30 30 - BREAKFAST CEREAL	•			1		- · · · , - · · ·						
MINTED STATES 13293 05/29/1990 74/063,382 06/18/1991 1,648,275 REGISTERED 30 30 - BREAKFAST CEREAL	KID-TESTE	D MOTHER-	-APPROV	/ED								
Note					06/18/1991	1,648,275	REGISTERED	30				
NUITED STATES 1185 07/12/1937 395,130 11/09/1937 351,860 REGISTERED 30 30 - CEREAL FOOD PRODUCTS, PARTICULARLY BREAKFAST CEREAL				,,		.,,						
NUITED STATES 1185 07/12/1937 395, 130 11/09/1937 351,860 REGISTERED 30 30 - CEREAL FOOD PRODUCTS, PARTICULARLY BREAKFAST CEREAL	KIX (STYL)	(ZED)										
Note	`	ŕ	07/12/1937	395.130	11/09/1937	351.860	REGISTERED	30				
MAKE A HANDFUL OF MEMORITE UNITED STATES 1859 09/21/1987 685,259 08/09/1988 1,499,824 REGISTERED 30 30 - READY-TO-EAT BREAKFAST CEREAL MAKE A HANDFUL OF MEMORITES UNITED STATES 1856 04/23/2001 78/059,799 SALLOWED 30 30 - PROCESSED CEREAL DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD TINGREDIENT FOR MAKE TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD TINGREDIENT FOR MAKE TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD TO BE USED AS A BREAKFAST CEREAL TO BE USED AS A BREAKFAST OR SNACK FOOD TO BE USED AS A BREAKFAST OR SNAC				,	FAST CEREAL	,						
UNITED STATES 12599 09/21/1987 685,259 08/09/1988 1,499,824 REGISTERED 30 30 - READY-TO-EAT BREAKF-AST CEREAL MAKE A HANDFUL OF MEMORIES UNITED STATES 18567 04/23/2001 78/059,799 - ALLOWED 30 30 - PROCESSED CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD MEDALLION UNITED STATES 1272 01/06/1964 184,060 02/14/1967 824,155 REGISTERED 30 30 - READY-TO-EAT BREAKF-AST CEREAL MONSTER CEREALS UNITED STATES 5593 07/31/1975 59237 01/10/1978 1,081,938 REGISTERED 30 30 - BREAKFAST CEREALS UNITED STATES 1836 05/15/2000 78/008,195 - ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 - 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 ATMEAL CRUNCHIES UNITED STATES 8274 - 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 ATMEAL CRUNCHIES UNITED STATES 8274 - 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 ATMEAL CRUNCHIES UNITED STATES 8274 - 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 ATMEAL CRUNCHIES UNITED STATES 8274 - 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 ATMEAL CRUNCHIES			·									
MAKE A HANDFUL OF MEMORIES			09/21/1987	685.259	08/09/1988	1.499.824	REGISTERED	30				
UNITED STATES 18567 04/23/2001 78/059,799 ALLOWED 30 30 - PROCESSED CEREAL DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD MEDALLION UNITED STATES 1272 01/06/1964 184,060 02/14/1967 824,155 REGISTERED 30 30 - READY-TO-EAT BREAKFAST CEREAL MONSTER CEREALS UNITED STATES 5593 07/31/1975 59237 01/10/1978 1,081,938 REGISTERED 30 30 - BREAKFAST CEREALS UNITED STATES 18356 05/15/2000 78/008,195 ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL UNITED STATES 8274 03/19/1996 1,963,018 REGISTERED 30 ATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA				,		, , , , , , , ,						
UNITED STATES 18567 04/23/2001 78/059,799 ALLOWED 30 30 - PROCESSED CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD MEDALLION UNITED STATES 1272 01/06/1964 184,060 02/14/1967 824,155 REGISTERED 30 30 - READY-TO-EAT BREAKFAST CEREAL MONSTER CEREALS UNITED STATES 5593 07/31/1975 59237 01/10/1978 1,081,938 REGISTERED 30 30 - BREAKFAST CEREALS WYCEREAL.COM UNITED STATES 18356 05/15/2000 78/008,195 ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL UNITED STATES 8274 COMMON 30 PARA SU FAMILIA	MAKE A HA	ANDFUL OF	MEMOR	IES								
MEDALLION							ALLOWED	30				
UNITED STATES 1272 01/06/1964 184,060 02/14/1967 824,155 REGISTERED 30 30 - READY-TO-EAT BREAKFAST CEREAL MONSTER CEREALS UNITED STATES 5593 07/31/1975 59237 01/10/1978 1,081,938 REGISTERED 30 30 - BREAKFAST CEREALS WYCEREAL.COM UNITED STATES 18356 05/15/2000 78/008,195 ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA	30 - PROCE			PRODUCT TO	D BE USED AS A	BREAKFAST C	EREAL, SNACK F	OOD, OR				
UNITED STATES 1272 01/06/1964 184,060 02/14/1967 824,155 REGISTERED 30 30 - READY-TO-EAT BREAKFAST CEREAL MONSTER CEREALS UNITED STATES 5593 07/31/1975 59237 01/10/1978 1,081,938 REGISTERED 30 30 - BREAKFAST CEREALS WYCEREAL.COM UNITED STATES 18356 05/15/2000 78/008,195 ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA	MEDALLIO	N										
30 - READY-TO-EAT BREAKFAST CEREAL MONSTER CEREALS UNITED STATES 5593 07/31/1975 59237 01/10/1978 1,081,938 REGISTERED 30 30 - BREAKFAST CEREALS MYCEREAL.COM UNITED STATES 18356 05/15/2000 78/008,195 ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA			1/06/1964	184,060	02/14/1967	824,155	REGISTERED	30				
UNITED STATES 5593 07/31/1975 59237 01/10/1978 1,081,938 REGISTERED 30 30 - BREAKFAST CEREALS MYCEREAL.COM UNITED STATES 18356 05/15/2000 78/008,195 ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA		-TO-EAT BREAKFA	AST CEREAL	•		·						
UNITED STATES 5593 07/31/1975 59237 01/10/1978 1,081,938 REGISTERED 30 30 - BREAKFAST CEREALS MYCEREAL.COM UNITED STATES 18356 05/15/2000 78/008,195 ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA	MONSTER	CEREALS										
30 - BREAKFAST CEREALS MYCEREAL.COM UNITED STATES 18356 05/15/2000 78/008,195 ALLOWED 30 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA			7/31/1975	59237	01/10/1978	1,081,938	REGISTERED	30				
UNITED STATES 18356 05/15/2000 78/008,195 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA						. ,						
UNITED STATES 18356 05/15/2000 78/008,195 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA	MYCEREAL	L.COM										
30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD OATMEAL CRISP AND DESIGN UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA			05/15/2000	78/008.195			ALLOWED	30				
UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA					NACK FOOD							
UNITED STATES 16477 11/14/1994 617,982 03/19/1996 1,963,018 REGISTERED 30 30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA	OATMEAL	CRISP AND	DESIGN									
30 - BREAKFAST CEREAL OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA				617 982	03/19/1996	1 963.018	REGISTERED	30				
OATMEAL CRUNCHIES UNITED STATES 8274 COMMON 30 PARA SU FAMILIA			11/14/1004	011,002	00/10/1000	1,000,010	112010121125					
UNITED STATES 8274 COMMON 30 PARA SU FAMILIA			3									
PARA SU FAMILIA			•				COMMON	30				
UNITED STATES 10009 COMMICIN							COMMON					
	OMITED STATES	10009					COMMON					

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
PEANUT BUT	TER PUFFS	S					
UNITED STATES	14985 0	2/28/1994	495,405	07/04/1995	1,903,735	REGISTERED	30
30 - BREAKFA	ST CEREAL						
RAISIN NUT	BRAN						
UNITED STATES	12071					COMMON	30
RENEW							
UNITED STATES	1510 0	6/12/1967	273,571	11/14/1967	838,917	REGISTERED	30
30 - READY-TO RICE CRUNC	D-EAT BREAKFAS HINS	ST CEREAL					
UNITED STATES 30 - READY-TO	10925 09 D-EAT BREAKFAS	9/10/1984 ST CEREAL	498,827	03/15/1988	1,480,950	REGISTERED	30
SEARCH FOR	R EVERYDA	Y CHA	MPIONS				
UNITED STATES	18555 03	3/14/2001	76/223,494			PENDING	30,41
	DERIVED FOOD F	PRODUCTS	TO BE USED A	AS A BREAKFAST	CEREAL, SNA	CK FOOD, OR ING	REDIENT
41 - PRESENT	ING A CONTEST	TO RECOG	NIZE ATHLETI	C ACHIEVEMENT	FAND COMMUI	NITY SERVICE	
SINGLEPAK							
UNITED STATES	11354 1 1	/21/1985	569,757	02/17/1987	1,429,681	REGISTERED	30
30 - BREAKFA							
UNITED STATES 30 - BREAKFAS		/30/1990	083,116	05/05/1992	1,685,807	REGISTERED	30
S'MORES GR	AHAMS						
UNITED STATES	12679 03	3/28/1988	719,167	07/11/1989	1,547,587	REGISTERED	30
30 - BREAKFAS							
UNITED STATES	17934 12 ED CEREAL USE			NACK FOOD		ABANDONED	30
SNACK 'N DA				. W.O.K. P.O.B			
	17967 03	///0//1000	75/656,479	03/13/2001	2,435,783	REGISTERED	30
	ED CEREAL USE		•		2,433,703	REGISTERED	30
SNORX							
UNITED STATES	1577 08	/24/1967	278,936	01/23/1968	842,967	REGISTERED	30
30 - READY-TO SONNY'S COO		ON					
UNITED STATES 41 - AMUSEME	18506 1	0/31/2000	78/033,134			ABANDONED	41
SUMMER TRA	AVEL PAK						
UNITED STATES		11/14/1996	75/197,843			PENDING	30
00 0000	T OFFICE		. 5 , 5-70				50

30 - BREAKFAST CEREAL

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES	
SUN CRUNCHERS								
UNITED STATES 30 - BREAKFA SUN CRUNC		12/15/1993 FALANI	,	11/14/1995	1,935,961	REGISTERED	30	
UNITED STATES 30 - BREAKFA	17026	09/26/1995	734,567	11/26/1996	2,019,026	REGISTERED	30	
SUNRISE								
UNITED STATES	17935	12/01/1998	75/597,311			ALLOWED	30	
30 - PROCES	SED CEREAL US	ED AS A BRI	EAKFAST OR	SNACK FOOD				
SUSTAIN								
UNITED STATES	1658	04/13/1967	269,015	09/19/1967	835,584	REGISTERED	30	
30 - READY-1	O-EAT BREAKFA	ST CEREAL						
TASTES SO GOOD YOU'LL FORGET ITS FOR ADULTS								
UNITED STATES	14628					COMMON	30	
THE BREAK	FAST CALC	CULATO	R					
UNITED STATES	13749	09/30/1991	207,693	12/22/1992	1,742,397	REGISTERED	28	
28 - COMPUT	ER GAME PROGI	RAMS						
THE BREAK	FAST OF C	HAMPIO	NS (WHE	ATIES)				
UNITED STATES	484 0	6/19/1936	379,928	01/19/1937	342,440	REGISTERED	30	
30 - CEREAL	FOOD PRODUCT	S PARTICUL	ARLY BREAK	FAST CEREAL				
THE BREAK	FAST OF C	HAMPIO	NS (WHE	ATIES)				
UNITED STATES	17915 1	0/09/1998	75/570,165	06/27/2000	2,363,235	REGISTERED	28	
28 - BOARD (SAMES							
THE BREAK	FAST OF C	HAMPIO	NS (WHE	ATIES)				
UNITED STATES	17906 1	0/14/1998	75/570,524	12/28/1999	2,304,024	REGISTERED	25	
25 - CLOTHIN	IG, NAMELY SHIR	RTS AND HAT	rs					
THE BREAK	FAST OF C	HAMPIO	NS FOR K	KIDS				
UNITED STATES	14692 1	1/05/1993	74/456,197	05/30/1995	1,897,070	REGISTERED	30	
30 - BREAKF	AST CEREAL							
THE BREAKFAST OF EVERYDAY CHAMPIONS								
UNITED STATES	18388 0	8/03/2000	78/019,544	01/01/2002	2,526,173	REGISTERED	30	
30 - CEREAL-DERIVED FOOD PRODUCTS TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD								
THE BREAK	FAST OF JA	CK ARN	ISTRONG	ř				
UNITED STATES	13700 0	8/07/1991	192,381	04/06/1993	1,763,777	REGISTERED	30	
30 - BREAKF	AST CEREAL							
THE CEREAL WITH A NUTTY DIFFERENCE (CLUSTERS)								
UNITED STATES		12/07/1995	029,524	01/21/1997	2,031,952	REGISTERED	30	
30 - BREAKFA	AST CEREAL							

COUNTRY	REFERENC	CE# FILED	APPL#	REGDT	REG#	STATUS	CLASSES		
THE TOTAL BEAUTIFICATION SYSTEM									
UNITED STATES	14627	12/16/1986	635,583	02/23/1988	1,477,359	REGISTERED	5		
5 - DIETARY S	UPPLEMEN	T NUTRIENT DR	INK FOR WEIG	HT MONITORIN	G PROGRAM				
THE TOTAL	SHAPE-U	J P							
UNITED STATES	14980					COMMON			
THREE BEAF	RS								
UNITED STATES	12553					COMMON	30		
30 - CEREAL E	BREAKFAST	FOODS							
THRIVE									
UNITED STATES	1675	06/12/1967	273,572	11/14/1967	838,918	REGISTERED	30		
30 - READY-TO	D-EAT BREA	KFAST CEREAL							
TOT PACK									
UNITED STATES	12427					COMMON			
TOTAL									
UNITED STATES	11724	10/15/1985	563,412	05/20/1986	1,394,264	REGISTERED	30		
30 - READY-TO	D-EAT BREA	KFAST CEREAL							
TOTAL									
UNITED STATES	1700	03/09/1961	115,229	12/05/1961	724,897	REGISTERED	30		
30 - WHEAT FL	_AKES								
TOTAL									
UNITED STATES	17895	09/09/1998	75/550,585			ALLOWED	32		
32 - NON-CAR	BONATED F	LAVORED DRIN	IKS						
TOTAL									
UNITED STATES	6976	01/31/1978	157,138	05/29/1979	1,119,067	REGISTERED	5		
5 - MULTI-VITA	MIN AND IR	ON SUPPLEME	NTS						
TOTAL NUTF	RITION								
UNITED STATES	13426	10/09/1990	108,248	05/19/1992	1,687,839	REGISTERED	16		
16 - NEW SPAF	PER COLUM	N ABOUT FOOD	AND NUTRITIO	ONAL ISSUES AF	PEARING IN VA	RIOUS PUBLICAT	IONS		
TOTAL NUTF	RITION								
UNITED STATES	18509	10/31/2000	78/033,138			PENDING	41		
41 - AMUSEMENT CENTER SERVICES FEATURING EDUCATIONAL EXHIBITS									
TRIPLES									
UNITED STATES	13317	01/11/1982	345,114	08/07/1984	1,289,241	REGISTERED	30		
30 - CONFECT	IONERYNA	MELY, CHOCO	ATE COVERE	D WAFERS					
TRIX									
UNITED STATES	12769	12/05/1988	767,670	08/15/1989	1,552,170	REGISTERED	30		
30 - READY-TO-EAT BREAKFAST CEREAL									
TRIX									
UNITED STATES	17373	08/19/1996	75/152834	01/27/1998	2,133,373	REGISTERED	29		
29 - DEHYDRA	TED FRUIT	SNACKS							

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES		
TRIX									
UNITED STATES	13917 0	3/17/1993	280,420	06/22/1993	1,778,442	REGISTERED	29		
29 - YOGURT					, ,,				
TRIX (STYLI	ZED)								
UNITED STATES	1740 0	5/03/1954	665,588	03/22/1955	603,700	REGISTERED	30		
30 - READY-T	O-EAT BREAKFAS	T CEREAL			,				
TRIX AND DESIGN									
UNITED STATES	12804 12	/05/1988	767,669	08/22/1989	1,553,126	REGISTERED	30		
30 - READY-TO	TO-EAT BREAKFAST CEREAL								
TRIX AND DI	ESIGN								
UNITED STATES	12923 0 5	/10/1989	799,018	02/06/1990	1,581,803	REGISTERED	30		
30 - FROZEN (CONFECTIONS								
TRIX ARE FO	R KIDS								
UNITED STATES	16425 10/	13/1994	581,517	10/03/1995	1,923,941	REGISTERED	30		
30 - BREAKFA	ST CEREAL								
TRIX FRUITY	(CARNIVA)	L							
UNITED STATES	18505 10/3	31/2000	78/033,133			PENDING	41		
41 - AMUSEME	ENT CENTERS								
WAKE UP, EA	AT BREAKF	AST!							
UNITED STATES	17884 06/	12/1998	75/500,959			PENDING	30		
30 - BREAKFA	ST CEREAL								
WHEATIES									
UNITED STATES	17913 10/	14/1998	75/570,510	01/25/2000	2,311,198	REGISTERED	25		
25 - CLOTHING	G, NAMELY SHIRT	S AND HAT	rs						
WHEATIES									
UNITED STATES	1917 12/0	5/1924	206,336	06/09/1925	199,448	REGISTERED	30		
30 - CEREAL F	OOD PRODUCT								
WHEATIES									
UNITED STATES	14111 09/2	28/1992	74/317,873	08/10/1993	1,786,871	REGISTERED	28		
28 - ORNAMEN	NTS								
WHEATIES									
UNITED STATES	17914 10/0	9/1998	75/570,166	06/27/2000	2,363,236	REGISTERED	28		
28 - BOARD GA	AMES								
WHEATIES ENERGY CRUNCH									
UNITED STATES	18370 0	6/13/2000	78/012,478			PENDING	30		
30 - PROCESSED CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD OR INGREDIENT FOR MAKING FOOD.									
WHEATIES HALL OF CHAMPIONS									
UNITED STATES		0/31/2000	78/033,132			PENDING	41		
			,				•		

41 - AMUSEMENT CENTERS

COUNTRY REFERENCE# FILED APPL# REGDT REG# STATUS CLASSES

WHERE YOUR FAVORITE CEREALS COME TO LIFE!

UNITED STATES 18502 10/31/2000 78/033,130 PENDING 41

41 - AMUSEMENT CENTERS

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