

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
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| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| The Pillsbury Company | | 06/12/2003 | CORPORATION: |

| | |
|----------------------|--------------------------------|
| RECEIVING PARTY DATA | |
| Name: | General Mills Marketing, Inc. |
| Street Address: | Number One General Mills Blvd. |
| City: | Minneapolis |
| State/Country: | MINNESOTA |
| Postal Code: | 55426 |
| Entity Type: | CORPORATION: DELAWARE |

| PROPERTY NUMBERS Total: 10 | | |
|----------------------------|---------|-------------|
| Property Type | Number | Word Mark |
| Registration Number: | 0561646 | GREEN GIANT |
| Registration Number: | 0564656 | GREEN GIANT |
| Registration Number: | 0565582 | GREEN GIANT |
| Registration Number: | 0605244 | GREEN GIANT |
| Registration Number: | 0685263 | GREEN GIANT |
| Registration Number: | 0753429 | GREEN GIANT |
| Registration Number: | 0826189 | GREEN GIANT |
| Registration Number: | 0879712 | GREEN GIANT |
| Registration Number: | 0884249 | GREEN GIANT |
| Registration Number: | 0951470 | GREEN GIANT |

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| CORRESPONDENCE DATA | |
| Fax Number: | (763)764-2268 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 763-764-2281 |
| Email: | trade.marks@genmills.com |

CH \$265.00 0561646

Correspondent Name: Gregory P. Kaihoi
Address Line 1: Number One General Mills Blvd.
Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:

Ruth M. Meger

Total Attachments: 2

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ASSIGNMENT

WHEREAS, The Pillsbury Company, a corporation organized under the laws of the State of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota 55426 has adopted and is the owner of the U.S. trademark registrations set forth on the attached Exhibit A; and

WHEREAS, General Mills Marketing, Inc., a corporation of the state of Delaware having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426, is desirous of acquiring said trademarks and the applications therefore.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, The Pillsbury Company does hereby assign unto General Mills Marketing, Inc. all of its rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, and the registrations therefore.

The Pillsbury Company

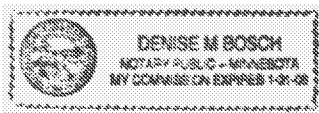


Kathleen M. Curran

Assistant Secretary

Title

Date: May 13, 2004



Subscribed and sworn to before me

this 13th day of May, 2004.


Notary Public

EXHIBIT A

| <u>TRADEMARK</u> | <u>REGISTRATION NO.</u> | <u>REGISTRATION DATE</u> |
|-------------------------|--------------------------------|---------------------------------|
| GREEN GIANT (Stylized) | 561,646 | July 15, 1952 |
| GREEN GIANT (Stylized) | 564,656 | September 30, 1952 |
| GREEN GIANT (Stylized) | 565,582 | October 21, 1952 |
| GREEN GIANT (Stylized) | 605,244 | April 26, 1955 |
| GREEN GIANT | 685,263 | September 15, 1959 |
| GREEN GIANT | 753,429 | July 23, 1963 |
| GREEN GIANT | 826,189 | March 21, 1967 |
| GREEN GIANT | 879,712 | November 4, 1969 |
| GREEN GIANT | 884,249 | January 13, 1970 |
| GREEN GIANT | 951,470 | January 23, 1973 |