

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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: DELAWARE

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:	1111029	GREENGIANT
Registration Number:	1199734	GREEN GIANT
Registration Number:	1205631	GREEN GIANT
Registration Number:	2176962	GREEN GIANT
Registration Number:	1445475	GREEN GIANT
Registration Number:	0942903	
Registration Number:	2184135	
Registration Number:	2566548	
Registration Number:	0942910	
Registration Number:	0950915	

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 1111029

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

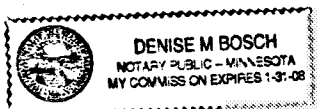


Kathleen M. Curran

Assistant Secretary

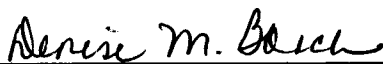
Title

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)	1,111,029	January 9, 1979
GREEN GIANT (Stylized)	1,199,734	June 29, 1982
GREEN GIANT (Stylized)	1,205,631	August 17, 1982
GREEN GIANT	2,176,962	July 28, 1998
GIANT Design (Position 1)	1,445,475	June 30, 1987
GIANT Design (Position 1)	942,903	September 12, 1972
GIANT Design (Position 1)	2,184,135	August 25, 1998
GIANT Design (Position 2)	2,566,548	May 7, 2002
GIANT Design (Position 3)	942,910	September 12, 1972
GIANT Design (Position 3)	950,915	January 16, 1973