

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: 15

Property Type	Number	Word Mark
Registration Number:	0409731	FROZ-N-GOLD
Registration Number:	1262554	HARVEST FRESH
Registration Number:	1232928	JENO'S
Registration Number:	0900402	JENOS
Registration Number:	1223610	JENOS
Registration Number:	0807600	KITCHEN SLICED
Registration Number:	0417592	KOUNTY KIST
Registration Number:	0162556	LE SUEUR Z
Registration Number:	0511899	LE SUEUR
Registration Number:	0536190	LE SUEUR
Registration Number:	0804361	LE SUEUR
Registration Number:	0726770	LE SUEUR
Registration Number:	0910448	
Registration Number:	0846365	
Registration Number:	0524329	LINDY

CH \$390.00 0409731

CORRESPONDENCE DATA

Fax Number: (763)764-2268

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 763-764-2281

Email: trade.marks@genmills.com

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

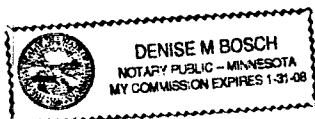


Kathleen M. Curran

Assistant Secretary

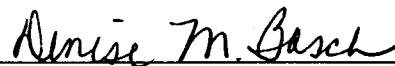
Title

Date: May 13, 2004



Subscribed and sworn to before me

this 13th day of May, 2004.



Notary Public

EXHIBIT A

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
FROZ-N-GOLD (Design)	409,731	October 17, 1944
HARVEST FRESH	1,262,554	December 27, 1983
JENO'S	1,232,928	March 29, 1983
JENO'S (Design)	900,402	October 6, 1970
JENO'S (Design)	1,223,610	January 11, 1983
KITCHEN SLICED (Design)	807,600	April 26, 1966
KOUNTY KIST (Design)	417,592	November 6, 1945
LE SUEUR (Design)	162,556	December 19, 1922
LE SUEUR	511,899	July 5, 1949
LE SUEUR	536,190	January 9, 1951
LE SUEUR	804,361	February 22, 1966
LE SUEUR	726,770	January 23, 1962
LE SUEUR (Design only)	910,448	March 23, 1971
LE SUEUR (Design)	846,365	March 19, 1968
LINDY	524,329	April 25, 1950