

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
Tab settings ⇌ ⇌ ⇌ ▼

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
The Pillsbury Company

- Individual(s)
- General Partnership
- Corporation-State
- Other _____
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

To remove reg. 0206995 from a previous assignment which was listed in error.
Execution Date: 6/12/03
(copies attached)

2. Name and address of receiving party(ies)

Name: General Mills Marketing, Inc.

Internal Address: _____

Street Address: Number One General Mills Blvd.

City: Minneapolis State: MN Zip: 55426

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Delaware
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
0339821 (et. al.) - Reel/Frame 002849/0946

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ruth Meger

Internal Address: _____

Street Address: Number One General Mills Boulevard

City: Minneapolis State: MN Zip: 55426

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

070900

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Ruth Meger
Name of Person Signing

Ruth Meger
Signature

June 9, 2004
Date

Total number of pages including cover sheet, attachments, and document: 13

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

Return Fax: 763-764-2268

700090275

TRADEMARK
REEL: 002868 FRAME: 0390

CH \$40.00 070900 0339821

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

05/14/2004
900008080

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

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

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: 12

Property Type	Number	Word Mark
Registration Number:	0339821	MEXICORN
Registration Number:	0517131	MINNESOTA VALLEY
Registration Number:	1263718	NIBBLERS
Registration Number:	0275555	NIBLETS
Registration Number:	0753810	NIBLETS
Registration Number:	0292701	NIBLETTES
Registration Number:	1618956	PARTY PIZZA
Registration Number:	1501496	PASTA ACCENTS
Registration Number:	1382551	PIZZA ROLLS

CH \$315.00 0339821

Registration Number:	1397794	VALLEY COMBINATIONS
Registration Number:	0206995	ROYAL PRINCE
Registration Number:	1315997	RICE ORIGINALS

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. Kaihol
 Address Line 1: Number One General Mills Blvd.
 Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:	Ruth M. Meger
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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

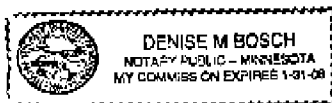
Kathleen M. Curran

Kathleen M. Curran

Assistant Secretary

Title

Date: May 13, 2004



Subscribed and sworn to before me

this 13th day of May, 2004.

Denise M. Bosch

Notary Public



UNITED STATES PATENT AND TRADEMARK OFFICE

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eTAS

PTO-1694 (Rev. 10/02)
OMB No. 0651-0027 (Exp. 6/30/2005)

Recordation Form Cover Sheet
(Trademarks only)

Validate

Navigation: - [Guidelines](#) - [General info](#) - [Conveyor](#) - [Receiver](#) - [Property](#) - [Attachments](#) - Validate

All data entered on the previous screens are displayed below. Check the data carefully. If you find any errors, go back to the appropriate screen and correct. Otherwise, hit next button to proceed with payment

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
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		
Name:	General Mills Marketing, Inc.		
Street Address:	Number One General Mills Blvd.		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	CORPORATION: DELAWARE		

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NAME OF SUBMITTER: Ruth M. Meger

Total Attachments: 2
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Fee calculated, according to USPTO FY2004 fee table

Description	Fee code	Fee code amount	Quantity	Fee
Recording trademark assignment, agreement or other paper, first mark per document	8521	40.00	1	\$40.00
For second and subsequent marks in the same document	8522	25.00	11	\$275.00
Total				\$315.00

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05/14/2004 10:40 AM EDT

EXHIBIT A

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
MEXICORN	339,821	October 20, 1936
MINNESOTA VALLEY (Stylized)	517,131	November 1, 1949
NIBBLERS	1,263,718	January 10, 1984
NIBLETS	275,555	September 23, 1930
NIBLETS	753,810	July 30, 1963
NIBLETTES	292,701	March 22, 1932
PARTY PIZZA	1,618,956	October 23, 1990
PASTA ACCENTS	1,501,496	August 23, 1988
PIZZA ROLLS	1,382,551	February 11, 1986
VALLEY COMBINATIONS	1,397,794	June 17, 1986
ROYAL PRINCE	206,995	December 15, 1925
RICE ORIGINALS	1,315,997	January 22, 1985