

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	MERGER
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Pillsbury Company		06/04/2004	CORPORATION: DELAWARE
Roush Products Company, Inc.		06/04/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	The Pillsbury Company
Street Address:	Number One General Mills Blvd.
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55426
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 39		
Property Type	Number	Word Mark
Registration Number:	1371554	AUTUMN HARVEST
Registration Number:	1825318	BICENTENNIAL
Registration Number:	1219325	BOHEMIAN HEARTH
Registration Number:	1343037	COUNTRY HEARTH
Registration Number:	797546	COUNTRY HEARTH
Registration Number:	1343036	COUNTRY HEARTH
Registration Number:	1264403	COUNTRY HEARTH
Registration Number:	1114200	
Registration Number:	2402748	DELI HEARTH
Registration Number:	1486330	DELI RECIPE
Registration Number:	1826500	EARLY AMERICAN HEARTH
Registration Number:	1463793	FIBER FITNESS
Registration Number:	2475940	FLOUR POT COOKIES
Registration Number:	1441362	FLOUR POT

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Registration Number:	1485454	FLOUR POT COOKIES
Registration Number:	1341266	GRAIN BARREL
Registration Number:	934528	GRANNY'S
Registration Number:	786501	HILLBILLY OLD FASHION BREAD MADE FROM GRANNY'S OLD FASHION BREAD MIX GOOD TASTIN' NOURISHIN' TOO!
Registration Number:	957925	HILLBILLY
Registration Number:	1713968	KIDS' CHOICE
Registration Number:	1354511	NATURAL FARMS
Registration Number:	1265872	NATURE'S RECIPE
Registration Number:	360431	OLYMPIC
Registration Number:	1128392	OLYMPIC MEAL
Registration Number:	2594841	PREMIUM CLASSICS
Registration Number:	1766864	PREMIUM RECIPE
Registration Number:	1374115	SLENDER DIET
Registration Number:	1468692	SLIM SLICED
Registration Number:	1710831	SMART KIDS
Registration Number:	1357049	SPECIAL RECIPE
Registration Number:	2580856	SPECIAL RECIPE
Registration Number:	1338246	STONE HEARTH
Registration Number:	1133790	STONE MILL FARMS
Registration Number:	1826514	NATURAL HEARTH
Registration Number:	1365825	FOR THE ATHLETE IN US
Registration Number:	1366908	IT'S A NATURAL WINNER!
Registration Number:	2537406	HEARTY NOT HEAVY
Serial Number:	78007835	SMART CHOICE
Serial Number:	78330694	SMART CHOICE

CORRESPONDENCE DATA

Fax Number: (763)764-2268
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 763-764-4956
Email: trade.marks@genmills.com
Correspondent Name: Ruth M. Meger
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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Delaware

PAGE 1

The First State

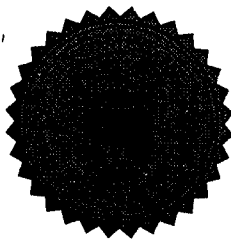
I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"ROUSH PRODUCTS COMPANY, INC.", A CALIFORNIA CORPORATION, WITH AND INTO "THE PILLSBURY COMPANY" UNDER THE NAME OF "THE PILLSBURY COMPANY", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE FOURTH DAY OF JUNE, A.D. 2004, AT 6:27 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

0344114 8100M

040418526



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3158424

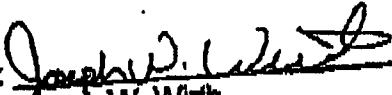
DATE: 06-08-04

TRADEMARK

REEL: 002937 FRAME: 0220

IN WITNESS WHEREOF, said The Pillsbury Company has caused this Certificate to be signed by Joseph W. Wirth, its Assistant Secretary this 4th day of June, 2004.

THE PILLSBURY COMPANY

By: 
Joseph W. Wirth
Assistant Secretary

corporate group/corporate/subsidiaries/consent actions/2004/certificate of ownership and merger rough 5-04.doc