

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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		04/30/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	General Mills Marketing, Inc.
Street Address:	Number One General Mills Boulevard
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55426
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	1338246	STONE HEARTH
Registration Number:	1133790	STONE MILL FARMS
Registration Number:	1826514	NATURAL HEARTH
Registration Number:	0926772	DCA
Registration Number:	0666084	DCA
Registration Number:	3277974	SWEET STARTERS
Registration Number:	2537406	HEARTY NOT HEAVY
Serial Number:	77148531	CHAMPION KIDS
Serial Number:	77148536	SOUTHERN PRIDE

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

CH \$240.00 1338246

Address Line 1: Number One General Mills Boulevard
Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:	Ruth Meger
Signature:	/RMMEGER/
Date:	05/07/2008

Total Attachments: 2
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ASSIGNMENT

THIS ASSIGNMENT is made effective as of the 30th day of April, 2008 between The Pillsbury Company, a United States company incorporated in the State of Delaware, whose address is Number One General Mills Boulevard, Minneapolis, MN 55426, United States (hereinafter the "Assignor") and General Mills Marketing, Inc., a United States company incorporated in the State of Delaware, whose address is Number One General Mills Boulevard, Minneapolis, Minnesota 55426 USA (hereinafter "Assignee").

WHEREAS, Assignor is the Registered owner of the trademarks in the United States listed on the attached Exhibit A (hereinafter referred to as "the said Trademarks"):

AND WHEREAS it has been agreed between the parties that the Assignor shall assign to the Assignee the said Trademarks and Assignee is desirous of acquiring the said Trademarks:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the Assignee all rights, title and interest in and to the said Trademarks, together with the good will of the business symbolized by the said Trademarks and the registrations thereof.

THE PILLSBURY COMPANY

By: 

Name: Trevor V. Gunderson

Title: Secretary

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
STONE HEARTH	1,338,246	5 /28/1985
STONE MILL FARMS (Design)	1,133,790	4 /22/1980
NATURAL HEARTH	1,826,514	3 /15/1994
DCA	926,772	1 /11/1972
DCA	666,084	8 /19/1958
SWEET STARTERS	3,277,974	8 /7 /2007
HEARTY NOT HEAVY	2,537,406	2 /5 /2002
CHAMPION KIDS	77/148531*	4/4/2007
SOUTHERN PRIDE	77/148536*	4/4/2007

*Application No.

**Application Date