

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| 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 | | 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: 8

| Property Type | Number | Word Mark |
|----------------------|---------|-----------------|
| Registration Number: | 1371554 | AUTUMN HARVEST |
| Registration Number: | 1825318 | BICENTENNIAL |
| Registration Number: | 1219325 | BOHEMIAN HEARTH |
| Registration Number: | 1114200 | |
| Registration Number: | 1264403 | COUNTRY HEARTH |
| Registration Number: | 3195725 | |
| Registration Number: | 2402748 | DELI HEARTH |
| Registration Number: | 1486330 | DELI RECIPE |

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 Boulevard

CH \$215.00 1371554

Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER: Ruth M. Meger

Signature: /RMMeger/

Date: 05/12/2008

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

US TRADEMARKS

| TRADEMARK | REGISTRATION NO. | REGISTRATION DATE |
|------------------------------|------------------|-------------------|
| AUTUMN HARVEST | 1,371,554 | 11/19/1985 |
| BICENTENNIAL | 1,825,318 | 3 /8 /1994 |
| BOHEMIAN HEARTH | 1,219,325 | 12/7 /1982 |
| COUNTRY HEARTH (Design only) | 1,114,200 | 2 /27/1979 |
| COUNTRY HEARTH | 1,264,403 | 1 /17/1984 |
| COUNTRY HEARTH (Design only) | 3,195,725 | 1 /9 /2007 |
| DELI HEARTH | 2,402,748 | 11/7 /2000 |
| DELI RECIPE | 1,486,330 | 4 /26/1988 |