

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		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: 1			
Property Type	Number	Word Mark	
Registration Number:	0934528	GRANNY'S	
CORRESPONDENCE DATA			
Fax Number:	(763)764-2268		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	763-764-2281		
Email:	trade.marks@genmills.com		
Correspondent Name:	Gregory P. Kaihoi		
Address Line 1:	Number One General Mills Boulevard		
Address Line 4:	Minneapolis, MINNESOTA 55426		
NAME OF SUBMITTER:	Ruth M. Meger		
Signature:	/RM Meger/		
Date:	05/28/2008		
Total Attachments: 1 source=06040us001 assign#page1.tif			

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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 trademark GRANNY'S, United States Trademark Registration No. 0934528, registered on May 23, 1972 (hereinafter referred to as "the said Trademark"):

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

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 Trademark, together with the good will of the business symbolized by the said Trademark and the registrations thereof.

THE PILLSBURY COMPANY

By: 
Name: Cam C. Hoang
Title: Assistant Secretary