

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                         |                |
|-------------------------|----------------|
| <b>SUBMISSION TYPE:</b> | NEW ASSIGNMENT |
|-------------------------|----------------|

|                              |  |
|------------------------------|--|
| <b>NATURE OF CONVEYANCE:</b> | Conversion from a Corporation to a Limited Liability Company |
|------------------------------|--|

**CONVEYING PARTY DATA**

| Name                  | Formerly | Execution Date | Entity Type           |
|-----------------------|----------|----------------|-----------------------|
| The Pillsbury Company |          | 05/14/2008     | CORPORATION: DELAWARE |

**RECEIVING PARTY DATA**

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Name:</b>           | The Pillsbury Company, LLC          |
| <b>Street Address:</b> | Number One General Mills Boulevard  |
| <b>City:</b>           | Minneapolis                         |
| <b>State/Country:</b>  | MINNESOTA                           |
| <b>Postal Code:</b>    | 55426                               |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY: DELAWARE |

**PROPERTY NUMBERS Total: 11**

| Property Type        | Number  | Word Mark          |
|----------------------|---------|--------------------|
| Registration Number: | 2470662 | PILLSBURY          |
| Registration Number: | 1057861 | POPPIN' FRESH      |
| Registration Number: | 2692077 |                    |
| Registration Number: | 2404844 | PILLSBURY          |
| Registration Number: | 2607725 | PILLSBURY          |
| Registration Number: | 2541774 |                    |
| Registration Number: | 2821118 | DOUGHBOY'S BEST    |
| Registration Number: | 1481779 | BAKERS PLUS        |
| Registration Number: | 0591321 | BALANCER           |
| Registration Number: | 0993491 | BENCHMARK          |
| Registration Number: | 0590868 | BEST BAKERS PATENT |

**CORRESPONDENCE DATA**

Fax Number: (763)764-2268

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

**TRADEMARK**

**REEL: 003791 FRAME: 0869**

**900108351**

**CH \$290.00 2470662**

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:              | 06/06/2008    |

Total Attachments: 1  
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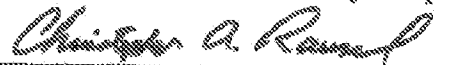
STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY COMPANY ACT

The undersigned, an authorized person of The Pillsbury Company, LLC, a Delaware limited liability company (the "Company"), hereby states the following on behalf of the Company and The Pillsbury Company, a Delaware corporation (the "Corporation"), as is required by Section 18-214 of the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.):

1. The jurisdiction where the Corporation first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certificate is Delaware.
3. The date the Corporation first formed is September 25, 1935.
4. The name of the Corporation immediately prior to filing this Certificate is The Pillsbury Company.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is The Pillsbury Company, LLC.
6. The conversion will be effective at 12:01 a.m., Delaware time, on May 21, 2008.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion as of May 14, 2008.

THE PILLSBURY COMPANY, LLC  
(a Delaware limited liability company)



By: Christopher A. Rauschl  
Its: Authorized Person