

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
Kellogg North America Company		05/31/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Pringles LLC
Street Address:	One Kellogg Square
Internal Address:	PO Box 3599
City:	Battle Creek
State/Country:	MICHIGAN
Postal Code:	49016-3599
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark
Registration Number:	2583848	
Registration Number:	2670298	PRINGLES
Registration Number:	3046901	PRINGLES PRINTS
Registration Number:	3645406	PRINGLES RICE INFUSIONS
Registration Number:	3482406	PRINGLES SELECT
Registration Number:	3629909	PRINGLES SELECT BOLD CRUNCH
Registration Number:	3583824	PRINGLES STIX
Registration Number:	3046900	PRINTS
Registration Number:	3314433	READ 'EM AND EAT 'EM
Registration Number:	3858727	RESTAURANT CRAVERS
Registration Number:	3641707	RICE INFUSIONS
Registration Number:	2647335	SNACK STACKS
Registration Number:	3782561	STACKED WITH TASTE

CH \$740.00 2583848

Registration Number:	3941860	TEST YOUR TASTE BUDS!
Registration Number:	3096527	CHEEZUMS
Registration Number:	3952352	EAGLE
Registration Number:	3527556	EAGLE
Registration Number:	3832740	FAMILY FAVES
Registration Number:	3396166	FLAVOR ESCAPE
Registration Number:	3082432	FLAVOR FEST
Registration Number:	3929263	FUN STACK
Serial Number:	77749573	GRAB & GO STACK
Registration Number:	3046805	KING CAN
Registration Number:	3999196	NOT ALL SNACKS ARE CREATED EAGLE
Registration Number:	0916415	PRINGLES
Registration Number:	2602907	PRINGLES
Registration Number:	2772656	PRINGLES
Registration Number:	2619012	PRINGLES
Registration Number:	2192334	PRINGLES

CORRESPONDENCE DATA

Fax Number: 3124568435
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
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Correspondent Name: David W. Hannon, Greenberg Traurig, LLP
Address Line 1: 77 W. Wacker Drive
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Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	126968.010900
NAME OF SUBMITTER:	David W. Hannon
Signature:	/David W. Hannon/
Date:	09/10/2012

Total Attachments: 4
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TRADEMARK ASSIGNMENT AGREEMENT

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which are hereby acknowledged, Kellogg North America Company a Delaware corporation with its address at One Kellogg Square, P.O. Box 3599, Battle Creek, Michigan, 49016-3599 (hereinafter referred to as "ASSIGNOR") hereby transfers, assigns, and conveys to Pringles LLC, a Delaware limited liability company, having a principal place of business at One Kellogg Square, P.O. Box 3599, Battle Creek, Michigan, 49016-3599 (hereinafter referred to as "ASSIGNEE"), ASSIGNOR's entire U.S. right, title and interest in and to, the trademarks, service marks and trade names, together with the goodwill respectively symbolized thereby, as well as any and all trademark/service mark applications and registrations, associated therewith, all as collectively listed on Schedule A attached hereto and made a part hereof; together with all renewals thereof; all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past or future infringements thereof; and any and all United States trademark (or service mark) registrations which may issue on same in the future. Together with ASSIGNOR's entire right, title and interest in, as well as the goodwill of the business associated with, the above trademark, service mark and trade name rights being assigned to ASSIGNEE, are any and all rights and privileges in the United States associated with same, including the right to sue for any and all past infringements which may have occurred at any time up to the date of this Agreement.

ASSIGNOR agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer of trademark, service mark and trade name rights or to maintain said registrations before the United States Patent and Trademark Office at ASSIGNEE's expense, as well as to cooperate with ASSIGNEE in obtaining and/or providing information required in any proceedings relating to said trademarks, service marks and trade names.

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to issue any and all additional trademark and service mark registrations or amended registrations that have been or may be granted upon any application or petition for same, to ASSIGNEE, its successors and/or assigns.

Kellogg North America Company

Pringles LLC

By: 

By: 

Printed Name: DAVID A. HERDMAN

Printed Name: Jane Jeannero

Title: ASSISTANT SECRETARY

Title: Assistant Secretary

May 31, 2012

May 31, 2012

CHI 62,394,823v1 5-24-12

SCHEDULE A

Trademarks/Service Marks/Trade Names--Applications and Registrations

Attachment A

Record ID	Trademark Name	Country	Convention	Classes	Applicant/Registered Owner	Status	Sub status	App'n Date	App'n No	Reg'n Date	Reg'n No	Next Renewal Due
143558	PRINGLES (Head Device 06)	United States of America	National Trademark	29	PGCo	Registered	Affidavit Accepted	05-Oct-2000	78029162	18-Jun-2002	2583948	18-Jun-2012
144177	PRINGLES (Stylized 00)	United States of America	National Trademark	29	PGCo	Registered	Affidavit Accepted	31-Oct-2000	78033140	31-Dec-2002	2870298	31-Dec-2012
219285	PRINGLES PRINTS	United States of America	National Trademark	29	PGCo	Registered		11-Mar-2004	79382421	17-Jan-2006	3046901	17-Jan-2016
319770	PRINGLES RICE INFUSIONS	United States of America	National Trademark	29, 30	PGCo	Registered		07-May-2007	77174368	30-Jun-2009	3645406	30-Jun-2019
303690	PRINGLES SELECT	United States of America	National Trademark	29, 30	PGCo	Registered		12-Jun-2006	78905772	06-Aug-2008	3482405	06-Aug-2018
479085	PRINGLES SELECT BOLD CRUNCH	United States of America	National Trademark	29, 30	PGCo	Registered		07-May-2008	77469028	02-Jun-2009	3623909	02-Jun-2019
317654	PRINGLES STIX	United States of America	National Trademark	29, 30	PGCo	Registered		09-Jan-2007	77078142	03-Mar-2008	3583824	03-Mar-2018
219584	PRINTS	United States of America	National Trademark	29	PGCo	Registered		11-Mar-2004	78382418	17-Jan-2006	3046900	17-Jan-2016
246398	READ, EAT AND EAT 'EM (PRINGLES 05)	United States of America	National Trademark	29	PGCo	Registered		06-Mar-2008	78839125	16-Oct-2007	3314433	16-Oct-2017
502878	RESTAURANT CRAVERS	United States of America	National Trademark	29	PGCo	Registered		30-Jun-2008	77510880	12-Oct-2010	3888727	12-Oct-2020
319769	RICE INFUSIONS	United States of America	National Trademark	29, 30	PGCo	Registered		07-May-2007	77174339	23-Jun-2008	3641707	23-Jun-2018
148293	SNACK STACKS	United States of America	National Trademark	29	PGCo	Registered		01-Jun-2001	78068855	05-Nov-2002	2647335	05-Nov-2012
516443	STACKED WITH TASTE	United States of America	National Trademark	29, 30	PGCo	Registered		14-Apr-2008	77713143	27-Apr-2010	5782581	27-Apr-2020
527157	TEST YOUR TASTE BUDDI!	United States of America	National Trademark	29	PGCo	Registered		04-Feb-2010	77927679	06-Apr-2011	3941860	06-Apr-2021

Attachment A

Record ID	Trademark Name	Country	Convention	Classes	Applicant/Registered Owner	Status	Sub status	Appl'n Date	Appl'n No	Reg'n Date	Reg'n No	Next Renewal Due
234387	CHEEZUMS	United States of America	National Trademark	28	PGCo	Registered		20-Apr-2004	78404937	23-May-2006	3,066,527	23-May-2016
236704	EAGLE	United States of America	National Trademark	28, 30	PGCo	Registered		16-Dec-2004	78533381	26-Apr-2011	3,952,352	26-Apr-2021
236703	EAGLE	United States of America	National Trademark	28, 30	PGCo	Registered		16-Dec-2004	78533380	04-Nov-2006	3,527,656	04-Nov-2016
516450	FAMILY FAVES	United States of America	National Trademark	28	PGCo	Registered		14-Apr-2009	77713222	16-Aug-2010	3,632,740	16-Aug-2020
245043	FLAVOR ESCAPE	United States of America	National Trademark	28	PGCo	Registered		23-Jan-2006	78787098	11-Mar-2008	3,396,166	11-Mar-2018
237472	FLAVOR FEST	United States of America	National Trademark	28	PGCo	Registered		26-Apr-2005	78616955	18-Apr-2006	3,062,432	18-Apr-2016
518480	FUN STACK	United States of America	National Trademark	28	PGCo	Registered		02-Jan-2009	77749574	09-Mar-2011	3,929,263	09-Mar-2021
518489	GRAB & GO STACK	United States of America	National Trademark	28	PGCo	Pending	Allowed	02-Jun-2009	77749573			
215472	KING CAN	United States of America	National Trademark	28	PGCo	Registered		25-Aug-2003	78291738	17-Jan-2008	3,046,805	17-Jan-2016
240308	NOT ALL SNACKS ARE CREATED EQUAL	United States of America	National Trademark	28, 30	PGCo	Registered		02-Sep-2005	78706291	19-Jul-2011	3,999,196	19-Jul-2021
10771	PRINGLES	United States of America	National Trademark	28	PGCo	Registered		16-Apr-1970	72957040	13-Jul-1971	916,415	13-Jul-2021
144174	PRINGLES (& Head & Shield Device 00)	United States of America	National Trademark	28	PGCo	Registered		31-Oct-2000	78033068	30-Jul-2002	2,602,907	30-Jul-2012
151984	PRINGLES (& Head Device 00)	United States of America	National Trademark	21	PGCo	Registered	Affidavit Accepted	13-Mar-2002	78114504	07-Oct-2003	2,772,656	07-Oct-2013
144166	PRINGLES (& Head Device 00)	United States of America	National Trademark	28	PGCo	Registered	Affidavit Accepted	31-Oct-2000	78033141	10-Sep-2002	2,619,012	10-Sep-2012
112061	PRINGLES (& Head Device 96)	United States of America	National Trademark	28	PGCo	Registered		14-Oct-1997	75374593	29-Sep-1998	2,192,334	29-Sep-2018

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