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		02/03/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Kashi Company
Street Address:	One Kellogg Square
Internal Address:	PO Box 3599
City:	Battle Creek
State/Country:	MICHIGAN
Postal Code:	49016-3599
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark	
Serial Number:	86038848	SIMPLY MAIZE	

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.

Phone: 312.456.8400

Email: chiipmail@gtlaw.com, matthewsk@gtlaw.com

Correspondent Name: Jeffrey P Dunning, Greenberg Traurig LLP

Address Line 1: 77 W. Wacker Drive

Address Line 2: Suite 3100

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	126968.019000
NAME OF SUBMITTER:	Jeffrey P. Dunning
Signature:	/Jeffrey P. Dunning/

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Date:	02/07/2014
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TRADEMARK ASSIGNMENT

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 Kashi Company, a California corporation, 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 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 registration 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 trademark, service mark and trade name.

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.

By: James K. Lewis

Title: Assistant Secretary

SCHEDULE A

Mark	Country		Application Date
SIMPLY MAIZE	United States	86/038,848	08/15/2013