

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM322425

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
General Mills Marketing, Inc.		11/05/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	General Mills, Inc.		
Street Address:	1 General Mills Blvd.		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4455092	B	
CORRESPONDENCE DATA			
Fax Number:	7637642268		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7637643258		
Email:	trade.marks@genmills.com		
Correspondent Name:	Dori Hummel		
Address Line 1:	1 General Mills Blvd.		
Address Line 2:	Law Department		
Address Line 4:	Minneapolis, MINNESOTA 55426		
NAME OF SUBMITTER:	Dori Hummel		
SIGNATURE:	/Dori Hummel/		
DATE SIGNED:	11/06/2014		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARK

WHEREAS, General Mills Marketing, Inc., a corporation duly organized and existing under the laws of Delaware, United States, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota 55426 USA (Assignor), is the owner of U.S. registration number 4,455,092 for a "B" design (the "Mark");

WHEREAS, General Mills, Inc., a corporation duly organized and existing under the laws of the State of Delaware, United States of America, having a place of business at Number One General Mills Boulevard, Minneapolis Minnesota 55426 ("Assignee"), is desirous of acquiring the Mark; and

NOW, THEREFORE, effective as of November 5, 2014, for good and valuable consideration, receipt which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the registration thereof.

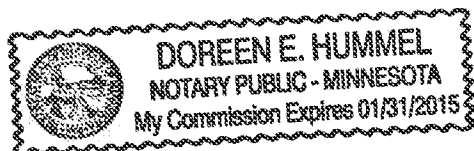
General Mills Marketing, Inc.

Signed: *Trevor V. Gunderson*
Date: 11/5/14

Name: Trevor V. Gunderson
Title: Secretary

Sworn to and subscribed to before me,

Doreen E. Hummel
Public Notary. I certify that the person executing this document has the legal capacity to execute the assignment on behalf of General Mills Marketing, Inc., a corporation legally organized and in existence in accordance with the laws of Delaware.



Signed: *Doreen E. Hummel*
Date: Nov 5, 2014