

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM371077

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, Inc.		01/29/2016	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	General Mills Marketing, Inc.		
Street Address:	No. One General Mills Blvd.		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4776383	B TESTED & APPROVED IN THE BETTY CROCKER	
Registration Number:	4776382	TESTED & APPROVED IN THE BETTY CROCKER K	
Registration Number:	4768345	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:	763-764-3258		
Email:	trade.marks@genmills.com		
Correspondent Name:	Dori Hummel		
Address Line 1:	No. One General Mills Blvd.		
Address Line 4:	Minneapolis, MINNESOTA 55426		
NAME OF SUBMITTER:	Dori Hummel		
SIGNATURE:	/Dori Hummel/		
DATE SIGNED:	01/29/2016		
Total Attachments: 2			
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source=50045US002 50072US001 50073US001 Assignment GMI to GMMI#page2.tif			

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made this 29th day of January, 2016, by and between General Mills, Inc., a corporation duly organized and existing under the laws of Delaware, having a place of business at No. One General Mills Blvd., Minneapolis, MN 55426 ("Assignor") and General Mills Marketing, Inc., a corporation duly organized and existing under the laws of Delaware, having a place of business at No. One General Mills Blvd., Minneapolis, MN 55426 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks identified on the attached Schedule A (the "Trademarks");

WHEREAS, Assignor, desires to assign the Trademarks to Assignee, and Assignee desires to acquire the Trademarks from Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the registrations identified on Schedule A, the applications, renewals and other rights associated therewith and all remedies against infringements, violations and dilutions thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

GENERAL MILLS, INC.

By: William D. Miller

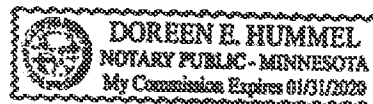
Name: William D. Miller

Title: Chief Intellectual Property Counsel

STATE OF MINNESOTA)
) ss.
COUNTY OF HENNEPIN)

On this 29th day of January, 2016, before me, a Notary Public within and for said County, personally appeared William D. Miller to me known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.

Doreen E. Hummel
Notary Public



SCHEDULE A

Trademark	Registration Number	Registration Date	Country
B TESTED & APPROVED IN THE BETTY CROCKER KITCHENS (DESIGN)	4776383	July 21, 2015	United States
TESTED & APPROVED IN THE BETTY CROCKER KITCHENS	4776382	July 21, 2015	United States
B (STYLIZED)	4768345	July 7, 2015	United States