

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM660208

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.		07/15/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	General Mills, Inc.		
Street Address:	Number One General Mills Blvd.		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88424658	GOOD MEASURE	
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:	763-764-6310		
Email:	Trade.marks@genmills.com		
Correspondent Name:	Alexandria M. Christian		
Address Line 1:	Number One General Mills Blvd.		
Address Line 4:	Minneapolis, MINNESOTA 55426		
ATTORNEY DOCKET NUMBER:	07407US001		
NAME OF SUBMITTER:	Tiffany K. Larson		
SIGNATURE:	/Tiffany Larson/		
DATE SIGNED:	07/15/2021		
Total Attachments: 2			
source=07407US001 GMMI to GMI Assignment#page1.tif			
source=07407US001 GMMI to GMI Assignment#page2.tif			

CH \$40.00 88424658

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made this 15th day of July, 2021, by and between 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 ("Assignor") and 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 ("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 MARKETING, INC.

By: [Signature]

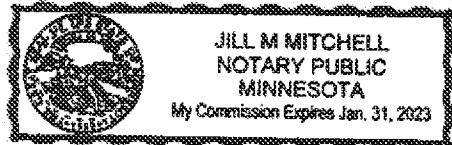
Name: William D. Miller

Title: Vice President

STATE OF MINNESOTA)
) ss.
COUNTY OF HENNEPIN)

On this 15th day of July, 2021, 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.

[Signature]
Notary Public



SCHEDULE A

Trademark	Application Number	Application Date	Country
GOOD MEASURE	88424658	May 10, 2019	United States