

02-05-1999



100961206

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

01-19-1999

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #58

To: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)  
Document ID #

Correction of PTO Error  
Reel #  Frame #

Corrective Document  
Reel #  Frame #

Conveyance Type

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger

Change of Name

Other

Effective Date  
Month Day Year  
12 30 98

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year  
12 30 98

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)     
City State/Country Zip Code

Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

chg 40

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 1849 FRAME: 0212

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

612-540-3258

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1694667"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Doreen E. Hummel

*Doreen E. Hummel*

1-12-1999

Name of Person Signing

Signature

Date Signed

# TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") from Jean Pelkowski, an individual and resident of the State of New York, whose address is c/o Kenyon & Kenyon, One Broadway, New York, New York 10004 ("Assignor") to General Mills, Inc., a corporation formed under the laws of Delaware, having a principal place of business at Number One General Mills Boulevard, Minneapolis, Minnesota 55426 ("Assignee") is effective as of December 30, 1998.

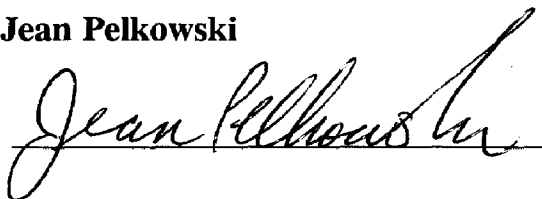
## WITNESSETH:

WHEREAS Assignor owns all right, title and interest in and to (i) the trade name SUNRISE MILLING; (ii) the trademark SUNRISE MILLING and United States Trademark Registration No. 1,694,667 for the trademark SUNRISE MILLING and Design covering "breakfast cereal and pancake and waffle mix"; (iii) all common law rights relating to such trade name and trademarks; and (iv) all goodwill symbolized by such trade name, trademarks, and common law rights (collectively hereinafter (i), (ii), (iii) and (iv) are referred to as the "Property"); and

WHEREAS, Assignee wishes to acquire from Assignor, and Assignor wishes to assign to Assignee all of Assignor's right, title and interest in and to the Property.

NOW, THEREFORE, to all whom it may concern, be it known that in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does by these presents hereby assign, sell, transfer, convey and bequeath unto Assignee its entire right, title and interest in and to the Property, together with the right to recover for the past, present and future infringements and misuses thereof, the same to be held and enjoyed by the Assignee, its successors and assigns, and together with the goodwill of the business appertaining thereto and which is symbolized thereby, including without limitation any licenses therein.

**Jean Pelkowski**

A handwritten signature in black ink that reads "Jean Pelkowski". The signature is written in a cursive style and is positioned below the printed name.

Dated: December 30, 1998