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U.S. Patent & TMO/c/TM Mail Rcpt Dt. #11

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U.S. DEPARTMENT OF COMMERCE

Form 6-93

OMB No. 0651-0011 (exp. 4/94)

TRADEMARKS ONLY

Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Name: General Mills, Inc.

*MKS
6.12.00*

- Individual Association
- General Partnership Limited Partnership
- Corporation- Delaware
- Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: Sodiaal International - Societe de Diffusion Internationale Agro-Alimentarie

Internal Address:
170 bis, Boulevard du Montparnasse
75014 Paris

Country: France

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: May 18, 2000

- Individual(s) citizenship _____
- Association _____
- General Partnership:
- Limited Partnership _____
- Corporation - French
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or trademark number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,035,239 and 2,016,114

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Leslie Bertagnolli

Internal Address: One Prudential Plaza

Street Address: 130 East Randolph Drive, Suite 3500

City: Chicago State: Illinois ZIP: 60601

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

02-0400

07/17/2000 NTHA11 00000109 020400 2035239

DO NOT USE THIS SPACE

01 FC:481 25.00 CH 40.00 OP
02 FC:482

9. 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.

Leslie Bertagnolli
Name of Person Signing

Leslie Bertagnolli
Signature

6/18/00
Date

Total number of pages comprising cover sheet: 3

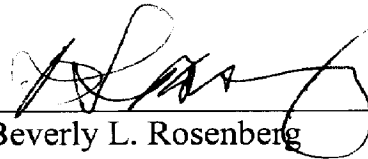
ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is by and between General Mills, Inc., a Delaware Corporation, with an address at Number One General Mills Boulevard, Minneapolis, Minnesota 55426 ("Assignor"), and Sodiaal International-Société de Diffusion Internationale Agro-Alimentaire, a French Corporation, with an address at 170 bis, Boulevard du Montparnaase, 75014 Paris, France ("Assignee").

For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby GRANT, SELL, ASSIGN, TRANSFER and CONVEY to Assignee its right, title and interest in and to the trademarks as shown on Exhibit A ("the Trademarks"), and any goodwill appurtenant thereto;

IN WITNESS HEREOF, Assignor has caused this Assignment of Trademarks to be duly executed in a manner appropriate thereto, effective as of March 20, 2000.

General Mills, Inc.

 DEH
Beverly L. Rosenberg
Assistant Secretary

May 18, 2000
Date

Subscribed and sworn to before me
this 18th day of May, 2000

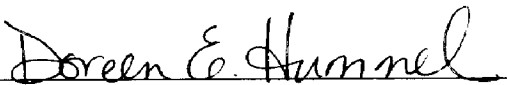

Notary Public



EXHIBIT A**U.S. TRADEMARK REGISTRATIONS**

MARK	REGISTRATION NUMBER	REGISTRATION DATE	CLASS/GOODS
DAIRY BREAK (Stylized)	2,035,239	February 4, 1997	29 - Soy-based beverage used as a milk substitute
DAY BREAK (Stylized)	2,016,114	November 12, 1996	32-Fruit drink containing yogurt