

Copy

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

05-04-2001

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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  
02-26-2001

Conveying Party

Mark if additional names of conveying parties attached

Name Specialty Foods Investment Company

Execution Date  
Month Day Year  
02-26-2001

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Kellogg Company

DBA/AKA/TA

Composed of

Address (line 1) One Kellogg Square

Address (line 2) P.O. Box 3599

Address (line 3) Battle Creek

MI

49016-3599

- 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 Delaware

05/04/2001 JJALLAH2 00000002 75448195

FOR OFFICE USE ONLY

01 FC:481 40.00 CH  
02 FC:482 1450.00 CH

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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: 002279 FRAME: 0648

FORM PTO-1618B  
Expires 06/30/89  
OMB 0651-0027

Page 2

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

**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

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" value="75-448195"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,042,468"/>	<input type="text" value="1,889,380"/>	<input type="text" value="1,422,141"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,219,827"/>	<input type="text" value="1,499,807"/>	<input type="text" value="969,271"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,859,818"/>	<input type="text" value="1,422,144"/>	<input type="text" value="1,839,123"/>

**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.

*John W. Marsh Jr.*

Name of Person Signing

*John W. Marsh Jr.*

Signature

*5/3/01*

Date Signed

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
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U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional 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  Corporation  Association

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 the Assignment.)

Other

Citizenship/State of Incorporation/Organization

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Registration Number(s)

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<input type="text" value="1,297,873"/>	<input type="text" value="2,175,162"/>	<input type="text" value="1,050,845"/>
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<input type="text" value="2,044,115"/>	<input type="text" value="1,851,428"/>	<input type="text" value="955,308"/>

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<input type="text" value="963,028"/>	<input type="text" value="902,732"/>	<input type="text" value="1,066,347"/>
<input type="text" value="1,848,660"/>	<input type="text" value="1,966,685"/>	<input type="text" value="1,797,986"/>
<input type="text" value="2,304,272"/>	<input type="text" value="1,832,349"/>	<input type="text" value="881,783"/>
<input type="text" value="1,037,587"/>	<input type="text" value="1,611,416"/>	<input type="text" value="1,102,848"/>
<input type="text" value="1,722,190"/>	<input type="text" value="297,905"/>	<input type="text" value="1,620,655"/>
<input type="text" value="1,830,037"/>	<input type="text" value="370,187"/>	<input type="text" value="1,048,655"/>
<input type="text" value="1,834,129"/>	<input type="text" value="1,713,933"/>	<input type="text" value="1,877,263"/>

RECORDATION FORM COVER SHEET  
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<input type="text" value="919,064"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1,059,480"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1,296,620"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="2,306,295"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1,834,126"/>	<input type="text"/>	<input type="text"/>

ASSIGNMENT

THIS ASSIGNMENT is entered into as of the 27th day of February 2001, between Specialty Foods Investment Company, a corporation organized under the laws of the state of Delaware, and having a principal place of business located at 1409 Foulk Road, Foulkstone Plaza, Bldg. 1409, Suite 102, Wilmington, Delaware 19803 (hereinafter "Specialty Foods" or "Assignor"), and Kellogg Company, a corporation organized and existing under the laws of the state of Delaware and located at One Kellogg Square, Battle Creek, Michigan 40016 (hereinafter "Kellogg" or "Assignee").

WHEREAS, Specialty Foods has adopted and used in the United States the trademarks set forth in the Schedule known as Exhibit A, attached hereto and is the owner of the registrations thereof shown in the said Schedule; and

WHEREAS, Kellogg wishes to acquire all of Specialty Foods' rights in and to the Trademarks and the good will associated therewith.

NOW, THEREFORE, in consideration of one dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Specialty Foods hereby assigns, transfers, and conveys to Kellogg all right, title and interest in and to the Trademarks and the registrations thereof together with the *goodwill of the business* which is symbolized by the Trademarks and with the right to recover for damages and profits and all other remedies for past infringement thereof.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first above written.

Specialty Foods Investment Company  
By: Ellen M. Harvath  
Name: Ellen M. Harvath  
Title: Secretary

Date: February 27, 2001

Subscribed to and sworn  
before me this 27th day  
of February, 2001.

Maureen Whitney  
Notary Public

Seal:  
MAUREEN WHITNEY  
Notary Public, Calhoun County, MI  
My Commission Expires 1-30-05

Kellogg Company  
By: Gary H. Pilnick  
Name: Gary H. Pilnick  
Title: Vice President,  
Deputy General Counsel

Date: February 27, 2001

subscribed to and sworn  
before me this 27th day  
of February, 2001.

Maureen Whitney  
Notary Public

Seal:  
MAUREEN WHITNEY  
Notary Public, Calhoun County, MI  
My Commission Expires 1-30-05

EXHIBIT A

REGISTERED TRADEMARKS

<u>Mark</u>	<u>Classes</u>	<u>Reg. #</u>	<u>Reg. Dt</u>
America's Original Veggie Burger		2,042,468	03/04/97
America's Original Veggie Dogs		2,219,827	01/19/99
Better Egg		1,859,818	10/25/94
Better'n Burgers		1,889,380	04/11/95
Berry Patch		1,499,807	08/09/88
Caroby		1,422,144	12/23/86
Caroby Natural Touch		1,422,141	12/23/86
Chic-ketts		969,271	09/25/73
Chik Patties		1,839,123	06/07/94
Deli Franks		1,792,780	09/14/93
Don't Have A Cow		1,829,723	04/05/94
Don't Have A Cow design		1,834,126	05/03/94
Flower Design		1,297,873	09/18/94
Fripats		946,426	10/31/72
Garden Grain Pattie		2,016,645	11/19/96
Garden Grille		2,044,115	03/11/97
Garden Vege-patties		2,022,728	12/17/96
Gran Burger (stylized)		930,938	03/14/72
Gravy Quik		2,011,486	10/29/96
Grillemax		2,175,162	07/21/98
Grillers		1,066,346	05/24/77
Ground Meatless		2,046,927	03/25/97
The Healthy Appetite		1,851,428	08/30/94
JMS		1,905,179	07/11/95
Loma Linda Linketts		1,079,971	12/20/77
Loma Linda Redi-Burger		1,049,152	09/28/76
Loma Linda Tender Rounds		1,050,845	10/19/76
Lost Acres		1,078,517	11/29/77
More Ways to Enjoy Meat		1,987,428	07/16/96
Morningstar Farms		955,308	03/13/73
Morning Star Farms		963,028	07/03/73
Morningstar Farms		1,848,660	08/09/94
Morningstar Farms		2,304,272	12/28/99
Morningstar Farms Scramblers		1,037,587	04/06/76
Morningstar Farms and design		1,722,190	10/06/92
Nine Bean Loaf		1,830,037	04/05/94
No Meat, One Week		1,834,129	05/03/94
Numete		902,732	11/17/70
Ocean Platter		1,966,685	04/09/96

Prime Patties	1,832,349	04/19/94
R-Line	1,611,416	08/28/90
Saucettes	297,905	10/04/32
Savorex	370,187	08/22/39
Scramblers	1,713,933	09/08/92
Stakelets	1,066,347	05/24/77
Suitable For Vegetarians	1,797,986	10/12/93
Stripples	881,783	12/02/69
Tuno	1,102,848	09/19/78
Ultra Lite	1,620,655	10/30/90
Vege-Burger	1,048,655	09/21/76
Vege Frank	1,877,263	01/31/95
Vegetable Skallops	905,945	01/12/71
Vegimax	2,175,161	07/21/98
Veja-Links	919,064	08/24/71
Vita-Burger	1,059,480	02/15/77
Worthington	1,296,620	09/18/84
Worthington	2,306,295	01/04/00
Miscellaneous Design	1,834,126	05/03/94

PENDING TRADEMARKS

<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>
Veggie Grille		75-448195	03/11/98