

FORM PTO-1618A
Expires 06/30/00
OMB 0021-0027

05-02-2001

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



101701456

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

2-20-01

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
Effective Date
Month Day Year _____
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Surene Pty Limited, ACN

07262000

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Australia

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) _____

Address (line 3) Battle Creek MI 19016-3599
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 Delaware

03/14/2001 DBYRNE 00000049 110405 2356716
01 FC:4B1 40.00 CH

FOR OFFICE USE ONLY

40E

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 this 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 (0621-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0621-0027, 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

FORM PTO-1618B
Expires 06/30/02
USPTO 0251-0022

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)

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.



2/8/01

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF REGISTERED MARKS WITH GOOD WILL

ASSIGNMENT made at *NORTH SYDNEY* on *26TH JULY* 2000

BETWEEN **SURENE PTY LIMITED, ACN 002 915 362** incorporated in New South Wales of 18 Pacific Highway, Charmhaven, NSW 2263 ("Assignor")

AND **KELLOGG COMPANY** incorporated in Delaware and having its registered office at One Kellogg Square, Battle Creek, MI, 49016 ("Assignee")

RECITALS

Whereas, the Assignor has adopted and used in the United States the trademarks listed in the Schedule hereto and is the owner of the registration thereof shown in the said Schedule ("Trademarks"); and

Whereas, the Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the good will associated therewith.

Now, therefore, in consideration of US\$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademarks and the registrations thereof together with the good will of the business which is symbolised by the Trademarks and with the right to recover for damages and profits and all other remedies for past infringements thereof.

SCHEDULE

Number	Mark	Class
539723	Be Natural	75
2,356,716	Be Natural	

SIGNED as an agreement.

SIGNED for and on behalf of
SURENE PTY LIMITED, ACN 002 915 362
by:)

[Handwritten Signature]
.....
(Signature of Secretary/Director)
PETER SUSARMA
.....
(Name of Secretary/Director in Full)

[Handwritten Signature]
.....
(Signature of Director)
ROBERT WACHS
.....
(Name of Director in Full)

SIGNED by KELLOGG COMPANY by an authorised signatory:

Lois Van Dusen
.....
(Signature of Witness)

Lois Van Dusen
.....
(Name of Witness in Full)

)
)
)
Gary H. Pilnick
.....
(Signature of Authorised Signatory)

Gary H. Pilnick
.....
(Name of Authorised Signatory in Full)
Vice President
Deputy General Counsel

NOTARIAL CERTIFICATE

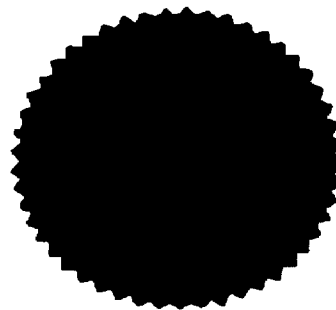
I, *J.W. MARTIN*, a Public Notary having jurisdiction in the State of New South Wales in the Commonwealth of Australia, DO HEREBY CERTIFY that the signature(s) of

PETER SUSARMA AND ROBERT WACHSO

affixed to the within document were/was affixed in my presence and that at that time I established to my satisfaction the personal identification of the signator/y(ies):

J.W. Martin
.....
(Public Notary)

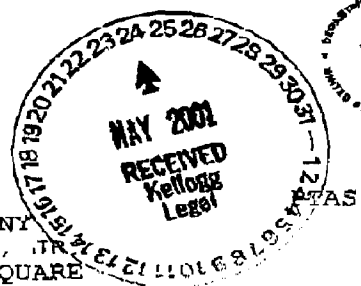
JOHN W MARTIN
PUBLIC NOTARY
NORTH SYDNEY



SYD5/899/766228.1

2.

** TOTAL PAGE.06 **



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

MAY 17, 2001

KELLOGG COMPANY
JOHN W. MARSH, JR.
ONE KELLOGG SQUARE
P.O. BOX 3599
BATTLE CREEK, MI 49016-3599



UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 101635511

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CC-1, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231. IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE, YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.

- 1. THE COVER SHEET SUBMITTED FOR RECORDING IS NOT ACCEPTABLE. THE PERSON SUBMITTING THE DOCUMENT MUST SIGN AND DATE THE DOCUMENT.

STEVEN POST, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS