

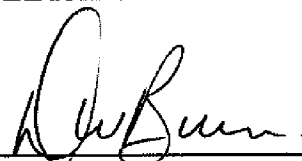
U.S. TRADEMARK ASSIGNMENT

WHEREAS, Weetabix of Canada Limited, a Canadian corporation located in Corbourg, Ontario ("Assignor"), is the owner of the MINIBIX mark and of U.S. Registration No. 2,402,586 for MINIBIX dated November 7, 2000;

WHEREAS, The Weetabix Company, Inc., a Delaware corporation located in Clinton, Massachusetts ("Assignee"), wishes to acquire the U.S. rights to said mark and registration together with any good will associated with that mark in the United States;

NOW, THEREFORE, Assignor hereby assigns to Assignee the entire right, title and interest in and to said mark in the United States, all U.S. registrations of and applications to register said mark, including the registration identified above, the right to recover for past infringement of said mark, and any good will associated with that mark in the United States, the parties placing no monetary value on the good will which is hereby transferred.

WEETABIX OF CANADA LIMITED

Date: Aug 7^{TR} 2001By: Name: DAVID W. BURNTitle: Director/Secretary/Treasurer.