RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO THE HON. COMMISSIONER OF PATENTS & TRADEMARKS: PLEASE	RECORD THE ATTACHED ORIGINAL DOCUMENTS OR COPIES THEREOF.
1. NAME OF CONVEYING PARTY	2. NAME AND ADDRESS OF RECEIVING PARTY
WEETABIX OF CANADA LIMITED	THE WEETABIX COMPANY, INC. 20 Cameron Street Clinton, MA 01510
(Canada corporation)	(Delaware corporation)
Additional names of conveying parties attached? No.	Additional names of receiving parties attached? No.
3. NATURE OF CONVEYANCE:	
ASSIGNMENT	
Execution Date: August 7, 2001	
4. APPLICATION OR REGISTRATION NUMBER(S) A. Trademark Application Nos.:	B. Trademark Registration Nos.
	2402586
Additional numbers attached? NO.	Additional numbers attached? NO.
5. CORRESPONDENCE ADDRESS:	6. TOTAL NUMBER OF APPLICATIONS
TIMOTHY H. HIEBERT SAMUELS, GAUTHIER & STEVENS LLP 225 FRANKLIN STREET, SUITE 3300 BOSTON, MA 02110 Tel. 617-426-5553	AND REGISTRATIONS INVOLVED: 1 7. TOTAL FEE DUE: \$ 40 The Commissioner is hereby authorized to charge the Deposit Account identified in item 8. 8. DEPOSIT ACCOUNT NUMBER: 501427
DO NOT USE THIS SPACE	
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.	
Timothy H. Hiebert Name of Person Signing 4757.01H Signature	September 4, 2001 10. Total pages: 2 Signature Date

/01

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 LIMTED

Date: Aug 7 2001 By: 1

Name: DAVID W. BURN

Title: Director/Secretary/Ineasurer.