

Form PTO-1594
(Rev. 03/01)
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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. 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):

InsightTools LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Liability Company - Delaware
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: March 18, 2002

2. Name and address of receiving party(ies)

Name: General Mills, Inc.

Internal

Address: _____

Street Address: Number One General Mills Blvd.

City: Minneapolis State: MN Zip: 55426

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- 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 registration number(s):

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2534920

Additional number(s) attached Yes No

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

Name: Dori Hummel

Internal Address: Law Dept., 4NE

Street Address: Number One General Mills Blvd.

City: Minneapolis State: MN Zip: 55426

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:

070900

DO NOT USE THIS SPACE

9. Signature.

Dori Hummel

Name of Person Signing

Signature

March 20, 2002

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

Exhibit 5.2

ASSIGNMENT OF TRADEMARK

WHEREAS, InsightTools LLC, a limited liability company organized and existing under the laws of Delaware, having a place of business at 435 Ford Road, Suite 650, Minneapolis, Minnesota 55426 ("Assignor"), is the owner of the trademark identified on the attached Exhibit A (the "Mark"); and

WHEREAS, General Mills, Inc., a corporation organized and existing under the laws of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 ("Assignee"), is desirous of acquiring such Mark and the registration thereof in the United States:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to the Mark in the United States and its territories and possessions, together with the goodwill of the business symbolized by the Mark and any registration thereof.

IN WITNESS WHEREOF, duly authorized representatives of each of the parties have executed this Assignment of Trademark, to be effective as of the date indicated below.

INSIGHT TOOLS LLC

By: [Signature]
Title: Chairman of Board
Date: 3/18/02

GENERAL MILLS, INC.

By: [Signature]
Title: V.P. General Counsel
Date: 3.18.02

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"EXHIBIT A"



UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Electronic Search System (TESS)*TESS was last updated on Wed Mar 13 04:33:12 EST 2002*

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Record 1 out of 1**Check Status**

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Typed Drawing

Word Mark	INSIGHTTOOLS
Goods and Services	IC 035. US 100 101 102. G & S: providing internet-based market research services for others. FIRST USE: 20000901. FIRST USE IN COMMERCE: 20000901
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76103535
Filing Date	August 4, 2000
Filed ITU	FILED AS ITU
Published for Opposition	April 17, 2001
Registration Number	2534920
Registration Date	January 29, 2002
Owner	(REGISTRANT) Insight Tools LLC LIMITED LIABILITY COMPANY DELAWARE Number One General Mills Boulevard Minneapolis MINNESOTA 55426
Attorney of Record	Gregory P Kaihoi
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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