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Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

ASSIGNMENT OF TRADEMARK

WHEREAS, General Mills, Inc., a corporation duly organized and existing under the laws of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 ("Assignor"), is the owner of the GREAT BARBEQUE. NO COMPROMISES. trademark--U.S. federal trademark application, serial number 76/255,170 (the "Mark"); and

WHEREAS, Lloyd's Barbeque Company, a corporation duly organized and existing under the laws of Minnesota, having a place of business at 1455 Mendota Heights Road, St. Paul, MN 55120 ("Assignee"), is desirous of acquiring the Mark and the application 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, excluding Puerto Rico, together with the goodwill of the business symbolized by the Mark and the application thereof.

GENERAL MILLS, INC.

By: Kathleen M. Curran
Kathleen M. Curran *D&H*
Title: Assistant Secretary

Date: June 11, 2002

Subscribed and sworn to before me

this 11 day of June, 2002.

Doreen E. Hummel
Notary Public

