

07-08-2002



102147129  
TRADEMARK OFFICE

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

General Mills, Inc.

06/20/02

- Individual(s)
- General Partnership
- Corporation-State
- Other a Delaware corporation
- 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: May 1, 2002

2. Name and address of receiving party(ies)

Name: General Mills IP Holdings I, LLC

Internal

Address:

Street Address: No. One General Mills Blvd.

City: Minneapolis State: MN Zip: 55426

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

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

06-20-2002

U.S. Patent & TMO/TM Mail Rcpt Dt. #70

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 78090712, 78090711,  
75663408, 76114946, 76207146, 76207147, 76207225

B. Trademark Registration No.(s) 1554932, 1553122,  
2169268, 2444427, 1661915, 1734860

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 Department, 4NE

Street Address:

No. One General Mills Blvd.

City: Minneapolis State: MN Zip: 55426

6. Total number of applications and registrations involved:

65

7. Total fee (37 CFR 3.41) \$ 1,640.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

07-0900

DO NOT USE THIS SPACE

9. Signature.

Dori Hummel

Name of Person Signing

Dori Hummel

Signature

6/11/02

Date

12

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

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

07/08/2002 TDIAZI 00000239 78090712

01 FC:481  
02 FC:482

40.00 OP  
1600.00 OP

TRADEMARK  
REEL: 2532 FRAME: 0185

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

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

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual     General Partnership     Limited Partnership     Corporation     Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

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 the Assignment.)

Corporation     Association

Other

Citizenship/State of Incorporation/Organization

**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)**

|                                       |                                       |                                       |
|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="text" value="76209127"/> | <input type="text" value="78069686"/> | <input type="text" value="78033131"/> |
| <input type="text" value="75945433"/> | <input type="text" value="78069689"/> | <input type="text" value="75945432"/> |
| <input type="text" value="78118695"/> | <input type="text"/>                  | <input type="text"/>                  |
| <input type="text"/>                  | <input type="text"/>                  | <input type="text"/>                  |
| <input type="text"/>                  | <input type="text"/>                  | <input type="text"/>                  |
| <input type="text"/>                  | <input type="text"/>                  | <input type="text"/>                  |
| <input type="text"/>                  | <input type="text"/>                  | <input type="text"/>                  |

|                                      |                                      |                                      |
|--------------------------------------|--------------------------------------|--------------------------------------|
| <input type="text" value="2087834"/> | <input type="text" value="414338"/>  | <input type="text" value="2150560"/> |
| <input type="text" value="1647570"/> | <input type="text" value="2362375"/> | <input type="text" value="2379451"/> |
| <input type="text" value="2187850"/> | <input type="text" value="1681353"/> | <input type="text" value="1346597"/> |
| <input type="text" value="1531112"/> | <input type="text" value="2506410"/> | <input type="text" value="2127377"/> |
| <input type="text" value="1496941"/> | <input type="text" value="2337986"/> | <input type="text" value="1496940"/> |
| <input type="text" value="2297824"/> | <input type="text" value="2272414"/> | <input type="text" value="2120303"/> |
| <input type="text" value="2070610"/> | <input type="text" value="2054081"/> | <input type="text" value="758523"/>  |

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

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

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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 the Assignment.)

**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)**

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

**Registration Number(s)**

|                                      |                                      |                                      |
|--------------------------------------|--------------------------------------|--------------------------------------|
| <input type="text" value="2485327"/> | <input type="text" value="2522601"/> | <input type="text" value="1666000"/> |
| <input type="text" value="2084686"/> | <input type="text" value="1148469"/> | <input type="text" value="2447526"/> |
| <input type="text" value="1212620"/> | <input type="text" value="759322"/>  | <input type="text" value="2314798"/> |
| <input type="text" value="2537408"/> | <input type="text" value="1710278"/> | <input type="text" value="2164083"/> |
| <input type="text" value="2136839"/> | <input type="text" value="2400883"/> | <input type="text" value="2261169"/> |
| <input type="text" value="2325421"/> | <input type="text" value="2301965"/> | <input type="text" value="2290236"/> |
| <input type="text" value="2276474"/> | <input type="text" value="2089466"/> | <input type="text" value="2157027"/> |

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

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

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name



Formerly

Individual     General Partnership     Limited Partnership     Corporation     Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)




City

State/Country

Zip Code

Individual     General Partnership     Limited Partnership

Corporation     Association

Other

Citizenship/State of Incorporation/Organization

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 the Assignment.)

**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)**

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

**Registration Number(s)**

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| 2185009              | 2249562              | 1479852              |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is made effective as of the 1<sup>st</sup> day of May, 2002 by 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*").

WHEREAS, Assignor is the owner of trademarks identified on Schedule A hereto (as such Schedule may be amended, supplemented or modified from time to time to permit the Assignor to comply with the terms of this Assignment) which are registered or pending registration in the United States pertaining to the Assignor's and its subsidiaries' cereal business and the cereal business' products (the "*Assigned Trademarks*");

WHEREAS, Assignor and General Mills IP Holdings I, LLC, a Delaware limited liability company having a principal place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 (hereinafter referenced as "*Assignee*"), have executed a Contribution Agreement dated April 2, 2002 (the "*Contribution Agreement*") wherein Assignor agreed to absolutely assign to Assignee certain property, including the Assigned Trademarks; and

WHEREAS, the Contribution Agreement requires Assignor to assign to Assignee the Assigned Trademarks.

NOW, THEREFORE, in consideration of and in exchange for the property described in the Contribution Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, subject to certain limitations set forth in the Contribution Agreement, all rights, title and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized thereby, the registrations therefor, the applications, renewals and other rights associated therewith and all remedies against infringements, violations and dilutions thereof. Subsequent to the execution of this Assignment, Assignor shall prepare any additional documents and take all actions that are necessary (i) to record this Assignment with the United States Patent and Trademark Office and any other appropriate governmental or regulatory entities or agencies of the United States or elsewhere and (ii) to effect a proper and valid assignment of the Assigned Trademarks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

GENERAL MILLS, INC.

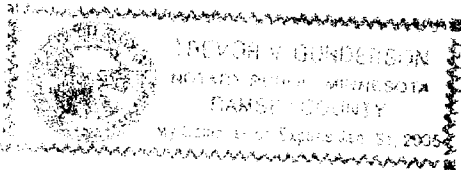
By: David Van Benschoten

Name: David Van Benschoten

Title: Vice President, Treasurer

STATE OF MINNESOTA )  
 ) ss.  
COUNTY OF HENNEPIN )

On this 1<sup>st</sup> day of May, 2002, before me, a Notary Public within and for said County, personally appeared David Van Benschoten, to me known to be the person described in and who executed the foregoing instrument and acknowledged that she executed the same as her free act and deed.



[Signature]  
Notary Public

**SCHEDULE A**

**LIST OF ASSIGNED TRADEMARKS**

| <i>COUNTRY</i>   | <i>REFERENCE#</i> | <i>FILED</i> | <i>APPL#</i> | <i>REGDT</i> | <i>REG#</i> | <i>STATUS</i> | <i>CLASSES</i> |
|--|-------------------|--------------|--------------|--------------|-------------|---------------|----------------|
| <b>A BOOK FOR EVERY CHILD</b>  |                   |              |              |              |             |               |                |
| UNITED STATES  | 18610             | 10/29/2001   | 78/090,712   |              |             | PENDING       | 42             |
| 42 - CHARITABLE ACTIVITIES, NAMELY, BOOK DISTRIBUTION  |                   |              |              |              |             |               |                |
| <b>APPLE CINNAMON CHEERIOS</b>   |                   |              |              |              |             |               |                |
| UNITED STATES  | 12803             | 11/21/1988   | 764,697      | 09/05/1989   | 1,554,932   | REGISTERED    | 30             |
| 30 - BREAKFAST CEREAL  |                   |              |              |              |             |               |                |
| <b>APPLE CINNAMON CHEERIOS AND DESIGN</b>  |                   |              |              |              |             |               |                |
| UNITED STATES  | 12802             | 11/21/1988   | 765,019      | 08/22/1989   | 1,553,122   | REGISTERED    | 30             |
| 30 - BREAKFAST CEREAL  |                   |              |              |              |             |               |                |
| <b>BEE HAPPY. BEE HEALTHY.</b>   |                   |              |              |              |             |               |                |
| UNITED STATES  | 18611             | 10/29/2001   | 78/090,711   |              |             | PENDING       | 30             |
| 30 - PROCESSED CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD |                   |              |              |              |             |               |                |
| <b>BIG O POWER</b>   |                   |              |              |              |             |               |                |
| UNITED STATES  | 17911             | 03/19/1999   | 75/663,408   |              |             | ALLOWED       | 30             |
| 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD  |                   |              |              |              |             |               |                |
| <b>BOUNCING O WITH HEART DESIGN</b>  |                   |              |              |              |             |               |                |
| UNITED STATES  | 17981             |              |              |              |             | PROPOSED      | 29,30,31       |
| 29 - USED IN CONNECTION WITH BREAKFAST CEREAL  |                   |              |              |              |             |               |                |
| <b>BREAKFAST IN YOUR BOXERS</b>  |                   |              |              |              |             |               |                |
| UNITED STATES  | 17529             | 03/20/1997   | 75/260997    | 06/30/1998   | 2,169,268   | REGISTERED    | 30             |
| 30 - BREAKFAST CEREAL  |                   |              |              |              |             |               |                |
| <b>BUZZBEE</b>   |                   |              |              |              |             |               |                |
| UNITED STATES  | 18291             | 04/13/2000   | 76/026,441   | 04/17/2001   | 2,444,427   | REGISTERED    | 30             |
| 30 - PROCESSED CEREAL USED A BREAKFAST OR SNACK FOOD   |                   |              |              |              |             |               |                |
| <b>CEREAL SOLUTIONS</b>  |                   |              |              |              |             |               |                |
| UNITED STATES  | 13436             | 09/24/1990   | 099,684      | 10/22/1991   | 1,661,915   | REGISTERED    | 35             |
| 35 - MARKETING SERVICES, NAMELY, ASSISTING OTHERS IN THE DISPLAYING AND SELLING OF BREAKFAST CEREALS                   |                   |              |              |              |             |               |                |
| <b>CHEERIOS</b>  |                   |              |              |              |             |               |                |
| UNITED STATES  | 13668             | 07/15/1991   | 185,336      | 11/24/1992   | 1,734,860   | REGISTERED    | 20,21          |
| 20 - PLASTIC BIBS  |                   |              |              |              |             |               |                |
| 21 - CHILDREN'S BOWLS, CUPS AND FOOD CONTAINERS  |                   |              |              |              |             |               |                |
| <b>CHEERIOS</b>  |                   |              |              |              |             |               |                |
| UNITED STATES  | 17390             | 10/08/1996   | 75/178554    | 08/12/1997   | 2,087,834   | REGISTERED    | 25             |
| 25 - SHIRTS AND HATS   |                   |              |              |              |             |               |                |

| COUNTRY   | REFERENCE# | FILED      | APPL#      | REGDT      | REG#      | STATUS     | CLASSES |
|---|------------|------------|------------|------------|-----------|------------|---------|
| <b>CHEERIOS</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 537        | 01/12/1945 | 478,549    | 06/05/1945 | 414,338   | REGISTERED | 30      |
| 30 - READY-TO-EAT CEREAL  |            |            |            |            |           |            |         |
| <b>CHEERIOS</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 18415      | 08/22/2000 | 76/114,946 |            |           | PENDING    | 28,16   |
| 28 - BABY RATTLES, TOY TRUCKS, TOY CELLULAR PHONES, BOARD GAMES, JIGSAW PUZZLES, EDUCATIONAL PUZZLES, FLOOR PUZZLES, AND TOY CARS |            |            |            |            |           |            |         |
| 16 - PLAYING CARDS  |            |            |            |            |           |            |         |
| <b>CHEERIOS</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 18550      | 02/09/2001 | 76/207,146 |            |           | PENDING    | 25,24   |
| 25 - TERRY CLOTH BIBS   |            |            |            |            |           |            |         |
| 24 - RECEIVING BLANKETS AND BED BLANKETS  |            |            |            |            |           |            |         |
| <b>CHEERIOS</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 18549      | 02/09/2001 | 76/207,147 |            |           | PENDING    | 16      |
| 16 - CHILDREN'S BOOKS   |            |            |            |            |           |            |         |
| <b>CHEERIOS</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 18548      | 02/09/2001 | 76/207,225 |            |           | PENDING    | 6       |
| 6 - NON-LUMINOUS, NON-MECHANICAL METAL SIGNS  |            |            |            |            |           |            |         |
| <b>CHEERIOS</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 17440      | 02/10/1997 | 75/238998  | 04/14/1998 | 2,150,560 | REGISTERED | 35      |
| 35 - MAIL ORDER CATALOG SERVICES AND TELEPHONE SHOP AT HOME SERVICES FEATURING GENERAL MERCHANDISE FOR CHILDREN                   |            |            |            |            |           |            |         |
| <b>CHEERIOS</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 18547      | 02/12/2001 | 76/209,127 |            |           | ALLOWED    | 25      |
| 25 - PAJAMAS, HATS, ONE-PIECE INFANT OUTFITS, SHORTS, T-SHIRTS, COVERALLS, AND SWEAT SUITS  |            |            |            |            |           |            |         |
| <b>CHEERIOS</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 18546      |            |            |            |           | PROPOSED   | 16      |
| 16 - REFRIGERATOR MAGNETS   |            |            |            |            |           |            |         |
| <b>CHEERIOS AND DESIGN</b>  |            |            |            |            |           |            |         |
| UNITED STATES   | 13224      | 06/18/1990 | 74/070,129 | 06/11/1991 | 1,647,570 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL   |            |            |            |            |           |            |         |
| <b>CHEERIOS AND DESIGN</b>  |            |            |            |            |           |            |         |
| UNITED STATES   | 18087      | 09/13/1999 | 75/797,949 | 06/27/2000 | 2,362,375 | REGISTERED | 25      |
| 25 - CLOTHING; NAMELY, SHIRTS AND HATS  |            |            |            |            |           |            |         |
| <b>CHEERIOS MORNING MIX</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 18584      | 06/18/2001 | 78/069,686 |            |           | PENDING    | 30      |
| 30 - CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD                      |            |            |            |            |           |            |         |
| <b>CHEERIOS PLAY PARK</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 18503      | 10/31/2000 | 78/033,131 |            |           | PENDING    | 41      |
| 41 - AMUSEMENT CENTERS  |            |            |            |            |           |            |         |



| COUNTRY | REFERENCE# | FILED | APPL# | REGDT | REG# | STATUS | CLASSES |
|---------|------------|-------|-------|-------|------|--------|---------|
|---------|------------|-------|-------|-------|------|--------|---------|

**CHEERIOS RACING AND DESIGN**

|               |       |            |            |            |           |            |    |
|---------------|-------|------------|------------|------------|-----------|------------|----|
| UNITED STATES | 18086 | 09/13/1999 | 75/797,990 | 08/22/2000 | 2,379,451 | REGISTERED | 25 |
|---------------|-------|------------|------------|------------|-----------|------------|----|

25 - CLOTHING, NAMELY, SHIRTS AND HATS

**CHEERIOS STUFF FOR KIDS**

|               |       |  |  |  |  |        |     |
|---------------|-------|--|--|--|--|--------|-----|
| UNITED STATES | 12652 |  |  |  |  | COMMON | N/A |
|---------------|-------|--|--|--|--|--------|-----|

N/A - CUP, BOWL AND BIB

**CINNAMON + GRAHAM TOGETHER!**

|               |       |            |           |            |           |            |    |
|---------------|-------|------------|-----------|------------|-----------|------------|----|
| UNITED STATES | 17791 | 10/21/1997 | 75/377074 | 09/08/1998 | 2,187,850 | REGISTERED | 30 |
|---------------|-------|------------|-----------|------------|-----------|------------|----|

30 - BREAKFAST CEREAL

**CINNAMON TOAST CRUNCH**

|               |       |            |            |  |  |         |    |
|---------------|-------|------------|------------|--|--|---------|----|
| UNITED STATES | 18268 | 02/25/2000 | 75/945,433 |  |  | PENDING | 30 |
|---------------|-------|------------|------------|--|--|---------|----|

30 - CEREAL DERIVED READY-TO-EAT FOOD BAR

**CINNAMON TOAST CRUNCH**

|               |       |            |         |            |           |            |    |
|---------------|-------|------------|---------|------------|-----------|------------|----|
| UNITED STATES | 13621 | 05/07/1991 | 164,801 | 03/31/1992 | 1,681,353 | REGISTERED | 30 |
|---------------|-------|------------|---------|------------|-----------|------------|----|

30 - BREAKFAST CEREAL

**CINNAMON TOAST CRUNCH (STYLIZED)**

|               |       |            |         |            |           |            |    |
|---------------|-------|------------|---------|------------|-----------|------------|----|
| UNITED STATES | 10710 | 05/07/1984 | 479,340 | 07/02/1985 | 1,346,597 | REGISTERED | 30 |
|---------------|-------|------------|---------|------------|-----------|------------|----|

30 - BREAKFAST CEREAL

**CINNAMON TOAST CRUNCH MORNING MIX**

|               |       |            |            |  |  |         |    |
|---------------|-------|------------|------------|--|--|---------|----|
| UNITED STATES | 18585 | 06/18/2001 | 78/069,689 |  |  | PENDING | 30 |
|---------------|-------|------------|------------|--|--|---------|----|

30 - CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD

**DESIGN OF BEE**

|               |       |            |         |            |           |            |    |
|---------------|-------|------------|---------|------------|-----------|------------|----|
| UNITED STATES | 12742 | 08/05/1988 | 744,391 | 03/21/1989 | 1,531,112 | REGISTERED | 30 |
|---------------|-------|------------|---------|------------|-----------|------------|----|

30 - READY-TO-EAT BREAKFAST CEREAL

**DESIGN OF BEE**

|               |       |            |            |            |           |            |    |
|---------------|-------|------------|------------|------------|-----------|------------|----|
| UNITED STATES | 18512 | 11/06/2000 | 76/159,726 | 11/13/2001 | 2,506,410 | REGISTERED | 30 |
|---------------|-------|------------|------------|------------|-----------|------------|----|

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

**DESIGN OF BEE**

|               |       |            |           |            |           |            |    |
|---------------|-------|------------|-----------|------------|-----------|------------|----|
| UNITED STATES | 17437 | 01/31/1997 | 75/234797 | 01/06/1998 | 2,127,377 | REGISTERED | 30 |
|---------------|-------|------------|-----------|------------|-----------|------------|----|

30 - BREAKFAST CEREAL

**DESIGN OF BOY'S HEAD (CHEERIOS)**

|               |       |            |         |            |           |            |    |
|---------------|-------|------------|---------|------------|-----------|------------|----|
| UNITED STATES | 12513 | 06/25/1987 | 668,602 | 07/19/1988 | 1,496,941 | REGISTERED | 30 |
|---------------|-------|------------|---------|------------|-----------|------------|----|

30 - READY-TO-EAT BREAKFAST CEREAL

**DESIGN OF G C**

|               |       |            |            |            |           |            |    |
|---------------|-------|------------|------------|------------|-----------|------------|----|
| UNITED STATES | 17949 | 01/22/1999 | 75/626,875 | 04/04/2000 | 2,337,986 | REGISTERED | 30 |
|---------------|-------|------------|------------|------------|-----------|------------|----|

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

| COUNTRY  | REFERENCE# | FILED      | APPL#      | REGDT      | REG#      | STATUS     | CLASSES |
|--|------------|------------|------------|------------|-----------|------------|---------|
| <b>DESIGN OF GIRL'S HEAD (CHEERIOS)</b>  |            |            |            |            |           |            |         |
| UNITED STATES  | 12514      | 06/24/1987 | 668,379    | 07/19/1988 | 1,496,940 | REGISTERED | 30      |
| 30 - READY-TO-EAT BREAKFAST CEREAL   |            |            |            |            |           |            |         |
| <b>DESIGN OF HEAD (CINNAMON TOAST CRUNCH)</b>  |            |            |            |            |           |            |         |
| UNITED STATES  | 16395      |            |            |            |           | COMMON     | 30      |
| <b>DESIGN OF HEART (CHEERIOS)</b>  |            |            |            |            |           |            |         |
| UNITED STATES  | 17894      | 07/29/1998 | 75/527,401 | 12/07/1999 | 2,297,824 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL  |            |            |            |            |           |            |         |
| <b>DESIGN OF LEPRECHAUN</b>  |            |            |            |            |           |            |         |
| UNITED STATES  | 17907      | 10/08/1998 | 75/567376  | 08/24/1999 | 2,272,414 | REGISTERED | 30      |
| 30 - PROCESSED CEREAL TO BE USED AS A BREAKFAST FOOD OR SNACK FOOD                                   |            |            |            |            |           |            |         |
| <b>DESIGN OF TRIANGLE (G DESIGN)</b>   |            |            |            |            |           |            |         |
| UNITED STATES  | 8425       | 03/24/1980 | 255,394    |            |           | COMMON     | 30      |
| <b>DESIGN OF WENDELL (CINNAMON TOAST CRUNCH)</b>   |            |            |            |            |           |            |         |
| UNITED STATES  | 13760      |            |            |            |           | COMMON     | N/A     |
| N/A - BREAKFAST CEREAL   |            |            |            |            |           |            |         |
| <b>FRENCH TOAST CRUNCH</b>   |            |            |            |            |           |            |         |
| UNITED STATES  | 16903      | 10/11/1995 | 75/004,273 | 12/09/1997 | 2,120,303 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL  |            |            |            |            |           |            |         |
| <b>FROSTED CHEERIOS</b>  |            |            |            |            |           |            |         |
| UNITED STATES  | 17023      | 09/20/1995 | 74/731,420 | 06/10/1997 | 2,070,610 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL  |            |            |            |            |           |            |         |
| <b>FROSTED THE HOLE WAY AROUND</b>   |            |            |            |            |           |            |         |
| UNITED STATES  | 16908      | 08/22/1995 | 719,173    | 04/22/1997 | 2,054,081 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL  |            |            |            |            |           |            |         |
| <b>G</b>   |            |            |            |            |           |            |         |
| UNITED STATES  | 854        | 10/05/1962 | 154,597    | 10/15/1963 | 758,523   | REGISTERED | 30      |
| 30 - BREAKFAST CEREALS   |            |            |            |            |           |            |         |
| <b>G CEREAL SOLUTIONS AND BOWL AND SPOON DESIGN</b>  |            |            |            |            |           |            |         |
| UNITED STATES  | 18500      | 10/30/2000 | 76/154,904 | 09/04/2001 | 2,485,327 | REGISTERED | 35      |
| 35 - MARKETING SERVICES, NAMELY, ASSISTING OTHERS IN THE DISPLAYING AND SELLING OF BREAKFAST CEREALS |            |            |            |            |           |            |         |
| <b>G CEREAL SOLUTIONS AND DESIGN</b>   |            |            |            |            |           |            |         |
| UNITED STATES  | 18573      | 05/29/2001 | 76/263,750 | 12/25/2001 | 2,522,601 | REGISTERED | 35      |
| 35 - MARKETING SERVICES, NAMELY, ASSISTING OTHERS IN THE DISPLAYING AND SELLING OF BREAKFAST CEREALS |            |            |            |            |           |            |         |
| <b>G GENERAL MILLS (STYLIZED)</b>  |            |            |            |            |           |            |         |
| UNITED STATES  | 13537      | 01/17/1991 | 131,157    | 11/26/1991 | 1,666,000 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL  |            |            |            |            |           |            |         |

| COUNTRY   | REFERENCE# | FILED      | APPL#      | REGDT      | REG#      | STATUS     | CLASSES |
|---|------------|------------|------------|------------|-----------|------------|---------|
| <b>GET FROSTED!</b>                                     |            |            |            |            |           |            |         |
| UNITED STATES   | 17024      | 09/21/1995 | 74/732,416 | 07/29/1997 | 2,084,686 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL                                   |            |            |            |            |           |            |         |
| <b>HONEY NUT CHEERIOS</b>                               |            |            |            |            |           |            |         |
| UNITED STATES   | 8134       | 07/18/1979 | 223,877    | 03/17/1981 | 1,148,469 | REGISTERED | 30      |
| 30 - READY-TO-EAT BREAKFAST CEREAL                      |            |            |            |            |           |            |         |
| <b>HONEY NUT CHEERIOS</b>                               |            |            |            |            |           |            |         |
| UNITED STATES   | 18269      | 02/25/2000 | 75/945,432 |            |           | ALLOWED    | 30      |
| 30 - CEREAL DERIVED READY-TO-EAT FOOD BAR               |            |            |            |            |           |            |         |
| <b>HONEY NUT CHEERIOS TO GO</b>                         |            |            |            |            |           |            |         |
| UNITED STATES   | 18631      |            |            |            |           | MAILED     | 30      |
| 30 - FOOD PRODUCTS                                      |            |            |            |            |           |            |         |
| <b>I'M A CHEERIOS RACING KID! AND DESIGN</b>            |            |            |            |            |           |            |         |
| UNITED STATES   | 18085      | 09/13/1999 | 75/797,934 | 05/01/2001 | 2,447,526 | REGISTERED | 25      |
| 25 - CLOTHING; NAMELY, T-SHIRTS AND CLOTH BIBS          |            |            |            |            |           |            |         |
| <b>IT'S A HONEY OF AN 'O'</b>                           |            |            |            |            |           |            |         |
| UNITED STATES   | 8495       | 06/20/1980 | 267,254    | 10/12/1982 | 1,212,620 | REGISTERED | 30      |
| 30 - READY-TO-EAT BREAKFAST CEREAL                      |            |            |            |            |           |            |         |
| <b>LUCKY CHARMS</b>                                     |            |            |            |            |           |            |         |
| UNITED STATES   | 1230       | 10/18/1962 | 155,408    | 10/29/1963 | 759,322   | REGISTERED | 30      |
| 30 - BREAKFAST CEREALS                                  |            |            |            |            |           |            |         |
| <b>LUCKY CHARMS</b>                                     |            |            |            |            |           |            |         |
| UNITED STATES   | 18011      | 04/30/1999 | 75/694,576 | 02/01/2000 | 2,314,798 | REGISTERED | 29      |
| 29 - DEHYDRATED FRUIT SNACKS                            |            |            |            |            |           |            |         |
| <b>LUCKY CHARMS MAGICAL FOREST</b>                      |            |            |            |            |           |            |         |
| UNITED STATES   | 18520      | 11/17/2000 | 78/035,720 | 02/05/2002 | 2,537,408 | REGISTERED | 41      |
| 41 - AMUSEMENT CENTERS                                  |            |            |            |            |           |            |         |
| <b>MULTI GRAIN CHEERIOS</b>                             |            |            |            |            |           |            |         |
| UNITED STATES   | 13784      | 12/02/1991 | 226,955    | 08/25/1992 | 1,710,278 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL                                   |            |            |            |            |           |            |         |
| <b>MULTI-GRAIN CHEERIOS PLUS</b>                        |            |            |            |            |           |            |         |
| UNITED STATES   | 17525      | 06/12/1997 | 75/308089  | 06/09/1998 | 2,164,083 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL                                   |            |            |            |            |           |            |         |
| <b>NOBODY CAN SAY NO!</b>                               |            |            |            |            |           |            |         |
| UNITED STATES   | 17391      | 10/11/1996 | 75/180,299 | 02/17/1998 | 2,136,839 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL                                   |            |            |            |            |           |            |         |
| <b>ONCE IN A LIFETIME</b>                               |            |            |            |            |           |            |         |
| UNITED STATES   | 17959      | 02/11/1999 | 75/638,424 | 10/31/2000 | 2,400,883 | REGISTERED | 30      |
| 30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD |            |            |            |            |           |            |         |

| COUNTRY   | REFERENCE# | FILED      | APPL#      | REGDT      | REG#      | STATUS     | CLASSES |
|---|------------|------------|------------|------------|-----------|------------|---------|
| <b>THE 1 AND ONLY CHEERIOS</b>  |            |            |            |            |           |            |         |
| UNITED STATES   | 17896      | 07/30/1997 | 75/527749  | 07/13/1999 | 2,261,169 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL   |            |            |            |            |           |            |         |
| <b>SWEET SOUNDS OF SOUL</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 17885      | 06/10/1998 | 75/499,437 | 03/07/2000 | 2,325,421 | REGISTERED | 35      |
| 35 - SPONSORING AND PROMOTING LIVE MUSICAL CONCERTS OF OTHERS   |            |            |            |            |           |            |         |
| <b>SWEET SOUNDS OF SOUL</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 17904      | 09/29/1998 | 75/561,283 | 12/21/1999 | 2,301,965 | REGISTERED | 9       |
| 9 - PRERECORDED AUDIO CDS FEATURING MUSIC   |            |            |            |            |           |            |         |
| <b>SWEET SOUNDS OF SOUL</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 17905      | 09/29/1998 | 75/561,828 | 11/02/1999 | 2,290,236 | REGISTERED | 25      |
| 25 - SHIRTS AND HATS  |            |            |            |            |           |            |         |
| <b>THE TASTE TEAMS LOVE</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 17545      | 07/03/1997 | 75/319182  | 09/07/1999 | 2,276,474 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL   |            |            |            |            |           |            |         |
| <b>THE TASTE YOU CAN SEE</b>  |            |            |            |            |           |            |         |
| UNITED STATES   | 14527      | 05/14/1993 | 74/387,058 | 08/19/1997 | 2,089,466 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL   |            |            |            |            |           |            |         |
| <b>TASTES SO GOOD...THIS BOX NEVER CLOSES</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 17711      | 07/28/1997 | 75/331,817 | 05/12/1998 | 2,157,027 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL   |            |            |            |            |           |            |         |
| <b>TEAM CHEERIOS</b>  |            |            |            |            |           |            |         |
| UNITED STATES   | 17442      | 02/14/1997 | 75/241950  | 08/25/1998 | 2,185,009 | REGISTERED | 30      |
| 30 - BREAKFAST CEREAL   |            |            |            |            |           |            |         |
| <b>TEAM CHEERIOS</b>  |            |            |            |            |           |            |         |
| UNITED STATES   | 17943      | 04/14/1998 | 75/467797  | 06/01/1999 | 2,249,562 | REGISTERED | 41      |
| 41 - SERVICE MARK FOR ENTERTAINMENT SERVICES IN THE NATURE OF CONTINUING RADIO SHOW ON THE SUBJECTS OF SPORTS, FOOD AND NUTRITION |            |            |            |            |           |            |         |
| <b>THEY'RE MAGICALLY DELICIOUS!</b>   |            |            |            |            |           |            |         |
| UNITED STATES   | 12532      | 07/13/1987 | 672,078    | 03/08/1988 | 1,479,852 | REGISTERED | 30      |
| 30 - READY-TO-EAT BREAKFAST CEREAL  |            |            |            |            |           |            |         |