06-20-2002

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

07-08-2002

102147002

OMB No. 0651-0027 (exp. 5/31/2002)

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

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)
- [ ] Association
- [ ] General Partnership
- [ ] Limited Partnership
- [x] Corporation-State
- [ ] Other a Delaware corporation

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

2. Name and address of receiving party(ies)

Name: General Mills IP Holdings II, 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
- [x] Other Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: [ ] Yes [x] No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? [ ] Yes [x] No

3. Nature of conveyance:

- [x] Assignment
- [ ] Merger
- [ ] Security Agreement
- [ ] Change of Name
- [ ] Other

Execution Date: May 1, 2002

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

A. Trademark Application No.(s) 78033137, 78069687, 78039488, 76310983, 78069690, 78002500

B. Trademark Registration No.(s) 838913, 838916, 1684166, 1676933, 1742451, 1747880

Additional number(s) attached [x] 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: 120

7. Total fee (37 CFR 3.41).....$ 3,015.00

- [ ] Enclosed
- [x] Authorized to be charged to deposit account

8. Deposit account number:

07-0900

DO NOT USE THIS SPACE

9. Signature.

Dori Hummel	Dori Hummel	6/11/02
Name of Person Signing	Signature	Date

Total number of pages including cover sheet, attachments, and document: 19

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

07/08/2002 TDIAZ1 00000201 78033137

01 FC:481 40.00 OP
02 FC:482 2975.00 OP

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

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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

☐ 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.)*

☐ Citizenship/State of Incorporation/Organization

Trademark Application Number(s) or Registration Number(s)

[X] 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)		
76119772	78027248	75255156	2195944	1066873	979045
78108785	78059799	78008195	1808058	1787030	1765343
76223494	75197843	75597311	2534798	1857820	1597677
75550585	78033138	78033133	902727	2530812	1511150
75500959	78012478	78033132	903974	1346587	803501
78033130			1428646	2035296	1488728
			2280005	1666876	2531791

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Trademark Application Number(s)			Registration Number(s)		
			1764738	1671284	1206403
			1585977	910456	1686612
			1575362	1114210	2380980
			856091	1260606	2493593
			838910	1335787	1570080
			836858	910455	1272991
			2488742	1009230	2280300

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Trademark Application Number(s)			Registration Number(s)		
			859037	1257745	2125724
			2031980	2257349	1943201
			870570	1648275	351860
			1499824	824155	1081938
			1963018	1903735	838917
			1480950	1429681	1685807
			1547587	2435783	842967

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Trademark Application Number(s)			Registration Number(s)		
			1935961	2019026	835584
			1742397	342440	2363235
			2304024	1897070	2526173
			1763777	2031952	1477359
			838918	1394264	724897
			1119067	1687839	1289241
			1552170	2133373	1778442

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Trademark Application Number(s)			Registration Number(s)		
			603700	1553126	1581803
			1923941	2311198	199448
			1786871	2363236	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "***Assignment***") is made effective as of the 1st 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 II, 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 1st day of May, 2002, before me, a Notary Public within and for said County, personally appeared Dave 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.

Notary Public

TREVOR V. GUNDERSON
NOTARY PUBLIC-MINNESOTA
RAMSEY COUNTY
My Commission Expires Jan 31, 2005

SCHEDULE A

LIST OF ASSIGNED TRADEMARKS

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
ABOUND							
UNITED STATES	168	06/12/1967	273,566	11/14/1967	838,913	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
AMPLE							
UNITED STATES	243	06/12/1967	273,569	11/14/1967	838,916	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
BASIC 4							
UNITED STATES	13341	06/25/1990	072,691	04/21/1992	1,684,166	REGISTERED	30
30 - BREAKFAST CEREAL							
BASIC 4 AND DESIGN							
UNITED STATES	13530	12/24/1990	126,004	02/25/1992	1,676,933	REGISTERED	30
30 - BREAKFAST CEREAL							
BERRY BERRY KIX							
UNITED STATES	13794	12/23/1991	233,139	12/22/1992	1,742,451	REGISTERED	30
30 - BREAKFAST CEREAL							
BERRY BERRY KIX AND DESIGN							
UNITED STATES	13795	12/23/1991	233,138	01/19/1993	1,747,880	REGISTERED	30
30 - BREAKFAST CEREAL							
BETTER TOGETHER							
UNITED STATES	17793	10/22/1997	75/382127	10/13/1998	2,195,944	REGISTERED	30
30 - BREAKFAST CEREAL							
BODY BUDDIES							
UNITED STATES	6534	10/21/1976	104,001	05/31/1977	1,066,873	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
BOO BERRY							
UNITED STATES	3332	08/16/1972	432,972	02/19/1974	979,045	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREALS							
BREAKFAST OF CHAMPIONS							
UNITED STATES	14040	08/24/1992	307,027	11/30/1993	1,808,058	REGISTERED	41
41 - ORGANIZING, PROMOTING AND CONDUCTING MOTIVATION AND RECOGNITION PROGRAMS							
BREAKFAST OF CHAMPIONS							
UNITED STATES	14041	08/24/1992	307,050	08/10/1993	1,787,030	REGISTERED	36
36 - FOR CHARITABLE FUND RAISING SERVICES							
BREAKFAST PACK							
UNITED STATES	13663	05/22/1991	169,032	04/13/1993	1,765,343	REGISTERED	30
30 - BREAKFAST CEREAL							

TRADEMARK
REEL: 002535 FRAME: 0425

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
CEREAL ADVENTURE CAFÉ							
UNITED STATES	18508	10/31/2000	78/033,137			PENDING	42
42 - RESTAURANT SERVICES							
CEREAL ADVENTURE							
UNITED STATES	18281	03/15/2000	75/960,326	01/29/2002	2,534,798	REGISTERED	41
41 - AMUSEMENT CENTERS							
CEREAL REWARDS							
UNITED STATES	18543					COMMON	
CLUSTERS							
UNITED STATES	14639	09/20/1993	437,619	10/11/1994	1,857,820	REGISTERED	30
30 - BREAKFAST CEREAL							
CLUSTERS (STYLIZED)							
UNITED STATES	12890	04/06/1989	791,508	05/22/1990	1,597,677	REGISTERED	30
30 - BREAKFAST CEREAL							
COCOA PUFFS							
UNITED STATES	626	02/18/1970	351,699	11/17/1970	902,727	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
COCOA PUFFS CHOCOLATE CANYON							
UNITED STATES	18521	11/17/2000	78/035,717	01/15/2002	2,530,812	REGISTERED	41
41 - AMUSEMENT CENTERS							
COCOA PUFFS MORNING MIX							
UNITED STATES	18583	06/18/2001	78/069,687			PENDING	30
30 - CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD							
COUNT CHOCULA							
UNITED STATES	12643	12/21/1987	701,872	11/01/1988	1,511,150	REGISTERED	46
46 - READY-TO-EAT BREAKFAST CEREAL							
COUNT CHOCULA AND CHARACTER DESIGN							
UNITED STATES	646	06/29/1970	363,810	12/08/1970	903,974	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
COUNTRY							
UNITED STATES	10561	02/27/1984	467,674	07/02/1985	1,346,587	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
COUNTRY							
UNITED STATES	649	08/03/1964	199,053	02/08/1966	803,501	REGISTERED	30
30 - CORN FLAKES WITH RICE							
COUNTRY CORN FLAKES AND DESIGN							
UNITED STATES	12118	06/04/1986	602,308	02/10/1987	1,428,646	REGISTERED	30
30 - BREAKFAST CEREAL							

TRADEMARK
REEL: 002535 FRAME: 0426

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

CREATE YOUR OWN CEREAL FACTORY

UNITED STATES	18532	12/15/2000	78/039,488			ALLOWED	41

41 - AMUSEMENT CENTER SERVICES FEATURING EDUCATIONAL EXHIBITS

CRISPY WHEATIES 'N RAISINS

UNITED STATES	17153	12/18/1995	034,029	02/04/1997	2,035,296	REGISTERED	30

30 - BREAKFAST CEREAL

CUCKOO FOR COCOA PUFFS (COCOA PUFFS)

UNITED STATES	12534	07/29/1987	675,193	05/17/1988	1,488,728	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

DESIGN (WHOLE HARVEST)

UNITED STATES	17853	12/19/1997	75/408,597	09/21/1999	2,280,005	REGISTERED	30

30 - BREAKFAST CEREAL

DESIGN OF BIRD (COCOA PUFFS)

UNITED STATES	13533	01/14/1991	74/130,459	12/03/1991	1,666,876	REGISTERED	30

30 - BREAKFAST CEREAL

DESIGN OF BIRD (COCOA PUFFS--SONNY)

UNITED STATES	18511	11/07/2000	76/160,575	01/22/2002	2,531,791	REGISTERED	30

30 - PROCESSED CEREAL USED A BREAKFAST OR SNACK FOOD

DESIGN OF CLOCK (BREAKFASTPACK)

UNITED STATES	13950	06/09/1992	283,203	04/13/1993	1,764,738	REGISTERED	30

30 - BREAKFAST CEREAL

DESIGN OF CLOWN (KABOOM)

UNITED STATES	13605	03/27/1991	74/151,725	01/07/1992	1,671,284	REGISTERED	30

30 - BREAKFAST CEREAL

DESIGN OF FACES (DONUTZ)

UNITED STATES	9576	08/26/1981	325,379	08/24/1982	1,206,403	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

DESIGN OF GHOST (BOO BERRY)

UNITED STATES	12952	07/03/1989	73/810,332	03/06/1990	1,585,977	REGISTERED	30

30 - BREAKFAST CEREAL

DESIGN OF MAN (FRANKENBERRY)

UNITED STATES	822	06/29/1970	363,813	03/23/1971	910,456	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

DESIGN OF RABBIT (TRIX)

UNITED STATES	13653	04/29/1991	163,113	05/12/1992	1,686,612	REGISTERED	30

30 - BREAKFAST CEREAL

DESIGN OF RABBIT (TRIX)

UNITED STATES	12922	05/10/1989	798,942	01/02/1990	1,575,362	REGISTERED	30

30 - FROZEN CONFECTIONS

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

DESIGN OF RABBIT'S HEAD (TRIX)

UNITED STATES	11155	05/05/1978	169,262	02/27/1979	1,114,210	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

DESIGN OF SQUIRREL

UNITED STATES	18010	04/26/1999	75/692,050	08/29/2000	2,380,980	REGISTERED	30

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

DINA-MITE (STYLIZED)

UNITED STATES	6219	06/29/1966	249,248	09/03/1968	856,091	REGISTERED	30

30 - WHOLE WHEAT CEREAL

DONUTZ CEREAL (STYLIZED)

UNITED STATES	9929	03/08/1982	353,639	12/06/1983	1,260,606	REGISTERED	30

30 - BREAKFAST CEREAL

EVERYTHING BUT THE BOWL

UNITED STATES	18352	05/09/2000	78/007,403	09/25/2001	2,493,593	REGISTERED	30

30 - CEREAL-BASED READY-TO-EAT SNACK BARS

FACTOR

UNITED STATES	789	06/12/1967	273,563	11/14/1967	838,910	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

FAMILY PACK

UNITED STATES	9387					COMMON	

FIBER ONE

UNITED STATES	11020	10/29/1984	506,223	05/14/1985	1,335,787	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

FIBER ONE AND DESIGN

UNITED STATES	12889	04/10/1989	792,549	12/05/1989	1,570,080	REGISTERED	30

30 - BREAKFAST CEREAL

FINAL

UNITED STATES	801	05/04/1967	270,648	10/10/1967	836,858	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

FRANKEN BERRY

UNITED STATES	819	06/29/1970	363,812	03/23/1971	910,455	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

FROSTED WHEATIES

UNITED STATES	18607	09/12/2001	76/310,983			PENDING	30

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

FRUIT CRUNCHIES

UNITED STATES	1819	12/06/1982	404,885	04/03/1984	1,272,991	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

GOLD MEDAL RAISIN BRAN

UNITED STATES	18076	08/04/1999	75/767,806	09/11/2001	2,488,742	REGISTERED	30

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

GOLDEN GRAHAMS

UNITED STATES	5022	05/28/1974	22573	04/22/1975	1,009,230	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

GOLDEN GRAHAMS MORNING MIX

UNITED STATES	18586	06/18/2001	78/069,690			PENDING	30

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

GOLDEN GRAHAMS TREATS

UNITED STATES	17526	03/10/1997	75/254,575	09/28/1999	2,280,300	REGISTERED	30

30 – CEREAL BASED SNACK BARS

GRAHAM CLACKERS

UNITED STATES	974	02/27/1968	291,941	10/22/1968	859,037	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

HARMONY

UNITED STATES	18288	04/04/2000	78/002,500			PENDING	30

30 - READY-TO-EAT BREAKFAST CEREAL AND BREAKFAST MEAL PRODUCTS MADE PRIMARILY FROM BREAKFAST CEREAL

HARMONY AND DESIGN

UNITED STATES	18413	08/31/2000	76/119,772			PENDING	30

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

HEY! THIS ISN'T RAISIN BRAN!

UNITED STATES	9832	01/28/1982	347,669	11/15/1983	1,257,745	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

HI-PRO

UNITED STATES	18486	09/22/2000	78/027,248			PENDING	30

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

HOME-BAKED TASTE BY THE SPOONFUL!

UNITED STATES	17371	02/10/1997	75/239,668	12/30/1997	2,125,724	REGISTERED	30

30 - BREAKFAST CEREAL

HONEY FROSTED WHEATIES

UNITED STATES	17152	12/18/1995	034,028	01/21/1997	2,031,980	REGISTERED	30

30 - BREAKFAST CEREAL

HONEY NUT CLUSTERS

UNITED STATES	17316	03/10/1997	75/255,156			PENDING	30

30 - BREAKFAST CEREAL

HOW DO YOU CRAM YOUR GRAHAM?

UNITED STATES	17901	09/10/1998	75/550874	06/29/1999	2,257,349	REGISTERED	30

30 - BREAKFAST CEREAL

TRADEMARK
REEL: 002535 FRAME: 0429

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

HUNGRY MINDS

UNITED STATES	15676	03/01/1994	495,800	12/19/1995	1,943,201	REGISTERED	36

36 - PROVIDING EDUCATIONAL SCHOLARSHIP FUNDS

IT DOESN'T HAPPEN OVERNIGHT; IT HAPPENS OVER BREAKFAST.

UNITED STATES	18626	02/14/2002	78/108,785			PENDING	30

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

KABOOM

UNITED STATES	1169	10/24/1968	310,393	06/03/1969	870,570	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

KID-TESTED MOTHER-APPROVED

UNITED STATES	13293	05/29/1990	74/063,382	06/18/1991	1,648,275	REGISTERED	30

30 - BREAKFAST CEREAL

KIX (STYLIZED)

UNITED STATES	1185	07/12/1937	395,130	11/09/1937	351,860	REGISTERED	30

30 - CEREAL FOOD PRODUCTS, PARTICULARLY BREAKFAST CEREAL

KIX AND DESIGN

UNITED STATES	12599	09/21/1987	685,259	08/09/1988	1,499,824	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

MAKE A HANDFUL OF MEMORIES

UNITED STATES	18567	04/23/2001	78/059,799			ALLOWED	30

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

MEDALLION

UNITED STATES	1272	01/06/1964	184,060	02/14/1967	824,155	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

MONSTER CEREALS

UNITED STATES	5593	07/31/1975	59237	01/10/1978	1,081,938	REGISTERED	30

30 - BREAKFAST CEREALS

MYCEREAL.COM

UNITED STATES	18356	05/15/2000	78/008,195			ALLOWED	30

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

OATMEAL CRISP AND DESIGN

UNITED STATES	16477	11/14/1994	617,982	03/19/1996	1,963,018	REGISTERED	30

30 - BREAKFAST CEREAL

OATMEAL CRUNCHIES

UNITED STATES	8274					COMMON	30

PARA SU FAMILIA

UNITED STATES	18009					COMMON	

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

PEANUT BUTTER PUFFS

UNITED STATES	14985	02/28/1994	495,405	07/04/1995	1,903,735	REGISTERED	30

30 - BREAKFAST CEREAL

RAISIN NUT BRAN

UNITED STATES	12071					COMMON	30

RENEW

UNITED STATES	1510	06/12/1967	273,571	11/14/1967	838,917	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

RICE CRUNCHINS

UNITED STATES	10925	09/10/1984	498,827	03/15/1988	1,480,950	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

SEARCH FOR EVERYDAY CHAMPIONS

UNITED STATES	18555	03/14/2001	76/223,494			PENDING	30,41

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

41 - PRESENTING A CONTEST TO RECOGNIZE ATHLETIC ACHIEVEMENT AND COMMUNITY SERVICE

SINGLEPAK

UNITED STATES	11354	11/21/1985	569,757	02/17/1987	1,429,681	REGISTERED	30

30 - BREAKFAST CEREALS

SINGLES TO GO

UNITED STATES	13378	07/30/1990	083,116	05/05/1992	1,685,807	REGISTERED	30

30 - BREAKFAST CEREAL

S'MORES GRAHAMS

UNITED STATES	12679	03/28/1988	719,167	07/11/1989	1,547,587	REGISTERED	30

30 - BREAKFAST CEREAL

SNACK ALONGS

UNITED STATES	17934	12/08/1998	75/602769			ABANDONED	30

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

SNACK 'N DASH

UNITED STATES	17967	03/09/1999	75/656,479	03/13/2001	2,435,783	REGISTERED	30

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

SNORX

UNITED STATES	1577	08/24/1967	278,936	01/23/1968	842,967	REGISTERED	30

30 - READY-TO-EAT CEREAL

SONNY'S COCOA CANYON

UNITED STATES	18506	10/31/2000	78/033,134			ABANDONED	41

41 - AMUSEMENT CENTERS

SUMMER TRAVEL PAK

UNITED STATES	17417	11/14/1996	75/197,843			PENDING	30

30 - BREAKFAST CEREAL

TRADEMARK
REEL: 002535 FRAME: 0431

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

SUN CRUNCHERS

UNITED STATES	14910	12/15/1993	469,982	11/14/1995	1,935,961	REGISTERED	30

30 - BREAKFAST CEREAL

SUN CRUNCHERS CEREAL AND DESIGN

UNITED STATES	17026	09/26/1995	734,567	11/26/1996	2,019,026	REGISTERED	30

30 - BREAKFAST CEREAL

SUNRISE

UNITED STATES	17935	12/01/1998	75/597,311			ALLOWED	30

30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

SUSTAIN

UNITED STATES	1658	04/13/1967	269,015	09/19/1967	835,584	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

TASTES SO GOOD YOU'LL FORGET ITS FOR ADULTS

UNITED STATES	14628					COMMON	30

THE BREAKFAST CALCULATOR

UNITED STATES	13749	09/30/1991	207,693	12/22/1992	1,742,397	REGISTERED	28

28 - COMPUTER GAME PROGRAMS

THE BREAKFAST OF CHAMPIONS (WHEATIES)

UNITED STATES	484	06/19/1936	379,928	01/19/1937	342,440	REGISTERED	30

30 - CEREAL FOOD PRODUCTS PARTICULARLY BREAKFAST CEREAL

THE BREAKFAST OF CHAMPIONS (WHEATIES)

UNITED STATES	17915	10/09/1998	75/570,165	06/27/2000	2,363,235	REGISTERED	28

28 - BOARD GAMES

THE BREAKFAST OF CHAMPIONS (WHEATIES)

UNITED STATES	17906	10/14/1998	75/570,524	12/28/1999	2,304,024	REGISTERED	25

25 - CLOTHING, NAMELY SHIRTS AND HATS

THE BREAKFAST OF CHAMPIONS FOR KIDS

UNITED STATES	14692	11/05/1993	74/456,197	05/30/1995	1,897,070	REGISTERED	30

30 - BREAKFAST CEREAL

THE BREAKFAST OF EVERYDAY CHAMPIONS

UNITED STATES	18388	08/03/2000	78/019,544	01/01/2002	2,526,173	REGISTERED	30

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

THE BREAKFAST OF JACK ARMSTRONG

UNITED STATES	13700	08/07/1991	192,381	04/06/1993	1,763,777	REGISTERED	30

30 - BREAKFAST CEREAL

THE CEREAL WITH A NUTTY DIFFERENCE (CLUSTERS)

UNITED STATES	16919	12/07/1995	029,524	01/21/1997	2,031,952	REGISTERED	30

30 - BREAKFAST CEREAL

TRADEMARK
REEL: 002535 FRAME: 0432

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES

THE TOTAL BEAUTIFICATION SYSTEM

UNITED STATES	14627	12/16/1986	635,583	02/23/1988	1,477,359	REGISTERED	5

5 - DIETARY SUPPLEMENT NUTRIENT DRINK FOR WEIGHT MONITORING PROGRAM

THE TOTAL SHAPE-UP

UNITED STATES	14980					COMMON	

THREE BEARS

UNITED STATES	12553					COMMON	30

30 - CEREAL BREAKFAST FOODS

THRIVE

UNITED STATES	1675	06/12/1967	273,572	11/14/1967	838,918	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

TOT PACK

UNITED STATES	12427					COMMON	

TOTAL

UNITED STATES	11724	10/15/1985	563,412	05/20/1986	1,394,264	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

TOTAL

UNITED STATES	1700	03/09/1961	115,229	12/05/1961	724,897	REGISTERED	30

30 - WHEAT FLAKES

TOTAL

UNITED STATES	17895	09/09/1998	75/550,585			ALLOWED	32

32 – NON-CARBONATED FLAVORED DRINKS

TOTAL

UNITED STATES	6976	01/31/1978	157,138	05/29/1979	1,119,067	REGISTERED	5

5 - MULTI-VITAMIN AND IRON SUPPLEMENTS

TOTAL NUTRITION

UNITED STATES	13426	10/09/1990	108,248	05/19/1992	1,687,839	REGISTERED	16

16 - NEWSPAPER COLUMN ABOUT FOOD AND NUTRITIONAL ISSUES APPEARING IN VARIOUS PUBLICATIONS

TOTAL NUTRITION

UNITED STATES	18509	10/31/2000	78/033,138			PENDING	41

41 - AMUSEMENT CENTER SERVICES FEATURING EDUCATIONAL EXHIBITS

TRIPLES

UNITED STATES	13317	01/11/1982	345,114	08/07/1984	1,289,241	REGISTERED	30

30 - CONFECTIONERY--NAMELY, CHOCOLATE COVERED WAFERS

TRIX

UNITED STATES	12769	12/05/1988	767,670	08/15/1989	1,552,170	REGISTERED	30

30 - READY-TO-EAT BREAKFAST CEREAL

TRIX

UNITED STATES	17373	08/19/1996	75/152834	01/27/1998	2,133,373	REGISTERED	29

29 - DEHYDRATED FRUIT SNACKS

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
TRIX							
UNITED STATES	13917	03/17/1993	280,420	06/22/1993	1,778,442	REGISTERED	29
29 - YOGURT							
TRIX (STYLIZED)							
UNITED STATES	1740	05/03/1954	665,588	03/22/1955	603,700	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
TRIX AND DESIGN							
UNITED STATES	12804	12/05/1988	767,669	08/22/1989	1,553,126	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
TRIX AND DESIGN							
UNITED STATES	12923	05/10/1989	799,018	02/06/1990	1,581,803	REGISTERED	30
30 - FROZEN CONFECTIONS							
TRIX ARE FOR KIDS							
UNITED STATES	16425	10/13/1994	581,517	10/03/1995	1,923,941	REGISTERED	30
30 - BREAKFAST CEREAL							
TRIX FRUITY CARNIVAL							
UNITED STATES	18505	10/31/2000	78/033,133			PENDING	41
41 - AMUSEMENT CENTERS							
WAKE UP, EAT BREAKFAST!							
UNITED STATES	17884	06/12/1998	75/500,959			PENDING	30
30 - BREAKFAST CEREAL							
WHEATIES							
UNITED STATES	17913	10/14/1998	75/570,510	01/25/2000	2,311,198	REGISTERED	25
25 - CLOTHING, NAMELY SHIRTS AND HATS							
WHEATIES							
UNITED STATES	1917	12/05/1924	206,336	06/09/1925	199,448	REGISTERED	30
30 - CEREAL FOOD PRODUCT							
WHEATIES							
UNITED STATES	14111	09/28/1992	74/317,873	08/10/1993	1,786,871	REGISTERED	28
28 - ORNAMENTS							
WHEATIES							
UNITED STATES	17914	10/09/1998	75/570,166	06/27/2000	2,363,236	REGISTERED	28
28 - BOARD GAMES							
WHEATIES ENERGY CRUNCH							
UNITED STATES	18370	06/13/2000	78/012,478			PENDING	30
30 - PROCESSED CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD OR INGREDIENT FOR MAKING FOOD.							
WHEATIES HALL OF CHAMPIONS							
UNITED STATES	18504	10/31/2000	78/033,132			PENDING	41
41 - AMUSEMENT CENTERS							

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
WHERE YOUR FAVORITE CEREALS COME TO LIFE!							
UNITED STATES	18502	10/31/2000	78/033,130			PENDING	41
41 - AMUSEMENT CENTERS							