

FORM PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)
M&C 947 193-US-01

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):

The Quaker Oats Company
321 North Clark Street
Chicago, Illinois 60610

Individuals Association
 General Partnership Limited Partnership
 Corporation-State of New Jersey
 Other: _____

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

2. Name and address of receiving party(ies):

The Malt-O-Meal Company
2700 IDS Center
80 South Eighth Street
Minneapolis, Minnesota 55402

Individual(s) citizenship Association
 General Partnership Limited Partnership
 Corporation-State of Minnesota
 Other: _____

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No
 (Designations must be separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other: _____

Execution Date: October 27, 2003

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

A. Trademark Application No.(s)/ Mark(s)

B. Trademark Reg. No.(s)/Mark(s)
2,133,037 for FRUITANGY O'S

Additional numbers attached? Yes No

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

Name: John A. Clifford
 Address: MERCHANT & GOULD P.C.
 P.O. Box 2910
 Minneapolis, MN 55402-0910

6. Total number of applications and trademarks involved: 1


7. Total fee (37 CFR 3.41): \$40.00
 Enclosed
 Authorized to be charged to deposit account No. 13-2725

8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

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.

John A. Clifford  November 4 2003
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:
 Mail Stop Assignment Recordation Services
 Director of the United States Patent and Trademark Office
 P.O. Box 1450
 Alexandria, VA 22313-1450

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1060C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

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TRADEMARK ASSIGNMENT

WHEREAS, The Quaker Oats Company, a corporation organized under the laws of the state of New Jersey and having an office and place of business at 321 North Clark Street, Chicago, Illinois (hereinafter referred to as the "ASSIGNOR"), is the record owner of United States Trademark Registration No. 2,133,037 registered January 27, 1998 for the mark FRUITANGY OH'S, which mark has been requested to be amended under Section 7 of the U.S. Trademark Act to be FRUITANGY O'S;

WHEREAS, The Malt-O-Meal Company, a corporation organized under the laws of the state of Minnesota and having an office and place of business at 2700 IDS Center, (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring all right, title and interest in and to said United States trademark registration as amended;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest in the United States in and to said trademark and said trademark registration, together with the goodwill and other incidents of its business associated with or symbolized by said trademark, including the portion of the business assets associated with this trademark.

EXECUTED this 27th day of October 2003.

THE QUAKER OATS COMPANY,

By: Janet Silverberg
Name: Janet Silverberg
Title: Assistant Secretary