

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Pillsbury Company		06/12/2003	CORPORATION:

RECEIVING PARTY DATA

Name:	General Mills Marketing, Inc.
Street Address:	Number One General Mills Blvd.
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55426
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	0561646	GREEN GIANT
Registration Number:	0564656	GREEN GIANT
Registration Number:	0565582	GREEN GIANT
Registration Number:	0605244	GREEN GIANT
Registration Number:	0685263	GREEN GIANT
Registration Number:	0753429	GREEN GIANT
Registration Number:	0826189	GREEN GIANT
Registration Number:	0879712	GREEN GIANT
Registration Number:	0884249	GREEN GIANT
Registration Number:	0951470	GREEN GIANT

CORRESPONDENCE DATA

Fax Number: (763)764-2268  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 763-764-2281  
 Email: trade.marks@genmills.com

CH \$265.00 0561646

Correspondent Name: Gregory P. Kaihoi  
Address Line 1: Number One General Mills Blvd.  
Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:

Ruth M. Meger

Total Attachments: 2

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ASSIGNMENT

WHEREAS, The Pillsbury Company, a corporation organized under the laws of the State of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota 55426 has adopted and is the owner of the U.S. trademark registrations set forth on the attached Exhibit A; and

WHEREAS, General Mills Marketing, Inc., a corporation of the state of Delaware having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426, is desirous of acquiring said trademarks and the applications therefore.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, The Pillsbury Company does hereby assign unto General Mills Marketing, Inc. all of its rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, and the registrations therefore.

The Pillsbury Company

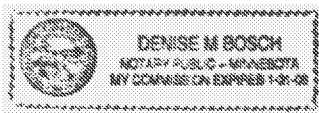


Kathleen M. Curran

Assistant Secretary

Title

Date: May 13, 2004



Subscribed and sworn to before me

this 13<sup>th</sup> day of May, 2004.



Notary Public

**EXHIBIT A**

<b><u>TRADEMARK</u></b>	<b><u>REGISTRATION NO.</u></b>	<b><u>REGISTRATION DATE</u></b>
GREEN GIANT (Stylized)	561,646	July 15, 1952
GREEN GIANT (Stylized)	564,656	September 30, 1952
GREEN GIANT (Stylized)	565,582	October 21, 1952
GREEN GIANT (Stylized)	605,244	April 26, 1955
GREEN GIANT	685,263	September 15, 1959
GREEN GIANT	753,429	July 23, 1963
GREEN GIANT	826,189	March 21, 1967
GREEN GIANT	879,712	November 4, 1969
GREEN GIANT	884,249	January 13, 1970
GREEN GIANT	951,470	January 23, 1973