

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: DELAWARE

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: 11		
Property Type	Number	Word Mark
Registration Number:	0434921	
Registration Number:	0434922	
Registration Number:	0434923	
Registration Number:	0776290	
Registration Number:	0826190	
Registration Number:	0230035	GREEN GIANT GREAT BIG TENDER PEAS
Registration Number:	1907782	GREEN GIANT
Registration Number:	2326403	SPROUT
Registration Number:	2332267	SPROUT
Registration Number:	1348315	
Registration Number:	2324338	

CORRESPONDENCE DATA	
Fax Number:	(763)764-2268
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	763-764-2281

CH \$290.00 0434921

Email: trade.marks@genmills.com
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

source=gmm assignment 3_1_1#page1.tif

source=gmm assignment 3_1_2#page1.tif

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

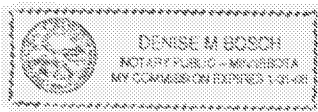


Kathleen M. Curran

Assistant Secretary

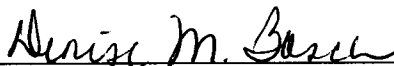
Title

Date: May 13, 2004



Subscribed and sworn to before me

this 13th day of May, 2004.



Notary Public

EXHIBIT A

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
GIANT Design (Position 4)	434,921	December 9, 1947
GIANT Design (Position 4)	434,922	December 9, 1947
GIANT Design (Position 4)	434,923	December 9, 1947
GIANT Design (Position 4)	776,290	September 1, 1964
GIANT Design (Position 4)	826,190	March 21, 1967
GIANT Design (Position 4)	230,035	July 12, 1927
GIANT Design (Position 5)	1,907,782	July 25, 1995
SPROUT	2,326,403	March 7, 2000
SPROUT	2,332,267	March 21, 2000
SPROUT (Position 1)	1,348,315	July 9, 1985
SPROUT (Position 1)	2,324,338	February 29, 2000