

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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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
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: 12		
Property Type	Number	Word Mark
Registration Number:	0339821	MEXICORN
Registration Number:	0517131	MINNESOTA VALLEY
Registration Number:	1263718	NIBBLERS
Registration Number:	0275555	NIBLETS
Registration Number:	0753810	NIBLETS
Registration Number:	0292701	NIBLETTES
Registration Number:	1618956	PARTY PIZZA
Registration Number:	1501496	PASTA ACCENTS
Registration Number:	1382551	PIZZA ROLLS

CH \$315.00 0339821

Registration Number:	1397794	VALLEY COMBINATIONS
Registration Number:	0206995	ROYAL PRINCE
Registration Number:	1315997	RICE ORIGINALS

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
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
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Total Attachments: 2
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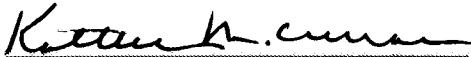
ASSIGNMENT

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.

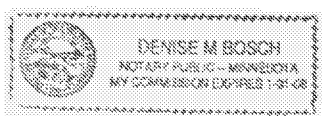
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, The Pillsbury Company does hereby assign unto General Mills Marketing, Inc. all of its rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the 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 13th day of May, 2004.

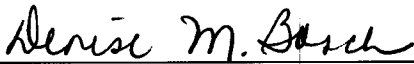

Notary Public

EXHIBIT A

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
MEXICORN	339,821	October 20, 1936
MINNESOTA VALLEY (Stylized)	517,131	November 1, 1949
NIBBLERS	1,263,718	January 10, 1984
NIBLETS	275,555	September 23, 1930
NIBLETS	753,810	July 30, 1963
NIBLETTES	292,701	March 22, 1932
PARTY PIZZA	1,618,956	October 23, 1990
PASTA ACCENTS	1,501,496	August 23, 1988
PIZZA ROLLS	1,382,551	February 11, 1986
VALLEY COMBINATIONS	1,397,794	June 17, 1986
ROYAL PRINCE	206,995	December 15, 1925
RICE ORIGINALS	1,315,997	January 22, 1985