

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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: 15

Property Type	Number	Word Mark
Registration Number:	0880568	TOTINO'S
Registration Number:	1500702	TOTINO'S PAN PIZZA
Registration Number:	0361744	TRELLIS
Registration Number:	0413662	TRELLIS
Registration Number:	2501576	NOODELICIOUS
Registration Number:	2533542	PLEASE PASS THE CHICKEN ALFREDO
Registration Number:	2533541	GIMME GIMME GARLIC CHICKEN PASTA
Registration Number:	2539220	CROWD PLEASING
Registration Number:	2535646	HUNGRY FOR SWEET & SOUR CHICKEN WITH RICE
Registration Number:	2533540	GOTTA HAVE CHICKEN TERIYAKI
Registration Number:	2531380	CRAVIN' CREAMY
Serial Number:	78012678	MUG MEALS
Registration Number:	1851599	HEALTHIER EATING MADE EASY
Registration Number:	2489488	MAKE DINNER A GIANT SUCCESS
Registration Number:	1390096	PIZZA ROLLS BRAND

CH \$390.00 0880568

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

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

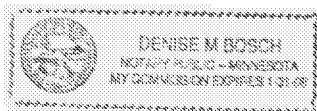


Kathleen M. Curran

Assistant Secretary

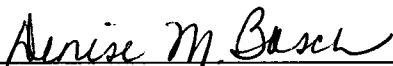
Title

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
TOTINO'S	880,568	November 11, 1969
TOTINO'S PAN PIZZA (Stylized)	1,500,702	August 16, 1988
TRELLIS (Stylized)	361,744	November 1, 1938
TRELLIS (Stylized)	413,662	May 8, 1945
PIZZA ROLLS (Stylized)	1,390,096	April 15, 1986
NOODLELICIOUS	2,501,576	October 30, 2001
PLEASE PASS THE CHICKEN ALFREDO	2,533,542	January 29, 2002
GIMME GIMME GARLIC CHICKEN PASTA	2,533,541	January 29, 2002
CROWD PLEASING	2,539,220	February 19, 2002
HUNGRY FOR SWEET & SOUR CHICKEN	2,535,646	February 5, 2002
GOTTA HAVE CHICKEN TERIYAKI	2,533,540	January 29, 2002
CRAVIN' CREAMY	2,531,380	January 22, 2002

TRADEMARK	SERIAL NO.	APPLICATION DATE
MUG MEALS	78/012,678	June 14, 2000

TRADEMARK	REGISTRATION NO.	APPLICATION DATE
HEALTHIER EATING MADE EASY	1,851,599	August 30, 1994
MAKE DINNER A GIANT SUCCESS	2,489,488	September 11, 2001