TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
J.P. Morgan Europe Limited		12/22/2005	CORPORATION: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	The Weetabix Company, Inc.
Street Address:	20 Cameron Street
City:	Clinton
State/Country:	MASSACHUSETTS
Postal Code:	01510
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	1416840	FRUIT CIRCLES
Serial Number:	78055697	GOLDEN CORN BLOSSOMS
Registration Number:	2646766	FRUTIBIX
Registration Number:	2646765	BANANABIX
Registration Number:	2550838	BANANA CRUNCHY DELIGHT
Registration Number:	2507516	PEANUT BUTTER DOTS
Registration Number:	2402586	MINIBIX
Registration Number:	2114623	APPLE CINNAMON CIRCLES
Registration Number:	2080123	DISTINCTLY LITE
Registration Number:	2508059	CRANBERRY CRUNCHY DELIGHT
Registration Number:	2494844	COCOA SPECKLES
Registration Number:	2494840	FRUITY SPECKLES
Registration Number:	2796002	CORN CRAZIES

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Registration Number:	1601161	BREAKFAST GOLD
Serial Number:	78252271	ORGANIC GOLD
Registration Number:	1550379	FRUIT DOTS
Registration Number:	1272039	GRAINFIELDS
Registration Number:	1815563	HIGH NUTRITION
Registration Number:	1653338	COCOA DOTS
Registration Number:	1548520	DULCITA

CORRESPONDENCE DATA

Fax Number: (212)425-5288

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (212) 425-7200

Email: tmdocketny@kenyon.com

Correspondent Name: Jonathan D. Reichman, Esq.

Address Line 1: One Broadway

Address Line 2: Kenyon & Kenyon LLP

Address Line 4: New York, NEW YORK 10004

ATTORNEY DOCKET NUMBER:	12900/2
NAME OF SUBMITTER:	Jonathan D. Reichman, Esq.
Signature:	/Jonathan D. Reichman/
Date:	02/28/2006

Total Attachments: 5

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RELEASE OF SECURITY INTEREST

This RELEASE OF SECURITY INTEREST is dated and effective as of the 22nd day of December, 2005, and is made by J.P. Morgan Europe Limited, a United Kingdom corporation with a principal place of business at 125 London Wall, London, EC2Y 5AJ, United Kingdom ("Releasor"), in favor of The Weetabix Company, Inc., a Delaware corporation with a principal place of business at 20 Cameron Street, Clinton, Massachusetts, 01510, United States of America; Barbara's Bakery, Inc., a California corporation with a principal place of business at 3900 Cypress Drive, Petaluma, California 94954, United States of America; Weetabix Limited, a United Kingdom corporation with a principal place of business at Burton, Latimer, Kettering, Northamptonshire, NN15 5JR, United Kingdom; Weetabix of Canada Limited, a Canadian corporation with a principal place of business at Cobourg, Ontario, K9A 5P5, Canada; and Northern Gold Foods Ltd., a Canadian corporation with a principal place of business at 1725 Coast Meridian Road, Port Coquitclaim, British Columbia, V3C 3T7, Canada (collectively "Releasees").

WITNESSETH:

WHEREAS, on or about July 2, 2004, Releasees granted to Releasor a lien on and security interest in and to the general intangibles of Releasees, including Releasees' trademarks as listed in Schedule A attached hereto, and certain related rights, interests and assets; and

WHEREAS, the aforementioned lien and security interest was duly reflected in a duly executed document entitled "Security Agreement," dated as of July 2, 2004, among the parties hereto, which was recorded on August 19, 2004 at Reel No. 002919, Frames No. 0303 - 0767 of the records of the Assignment Branch of the United States Patent and Trademark Office; and

WHEREAS, for good and valuable consideration, Releasor now wishes to release the aforementioned security interest,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,

Releasor hereby releases and discharges its lien on and security interest in and to the intellectual property rights, assets and interests identified and described in the aforesaid "Security Agreement," which rights and interests specifically include, without limitation, the trademarks, trademark registrations, and applications for trademark registration set forth in Schedule A attached hereto.

IN WITNESS WHEREOF, this Release of Security Interest is effective the date and year above first written.

J.P. MORGAN EUROPE LIMITED

Dated: December 22, 2005

By: _____
Name:
Title:

TRADEMARK
REEL: 003258 FRAME: 0058

SCHEDULE A

Trademarks

BARBARA'S BAKERY, INC.

[illegible]	[illegible]	[illegible]
NATURE'S CHOICE	1,335,747	May 14, 1985
BARBARA'S BAKERY	76/416,819	June 4, 2002
PUFFINS	2,119,937	December 9, 1997
SUNFIELD	1,508,437	October 11, 1988
BARBARA'S	1,44,650	July 7, 1987
JACK LA LANNE	1,351,946	July 30, 1985
WILD PUFFS	2,895,810	October 19, 2004
RITE LITE ROUNDS	2,456,628	June 5, 2001
PRO TOUR	2,101,975	September 30, 1997
EDGE BAR	1,688,450	May 19, 1992
POCKET FRUIT	1,195,303	May 11, 1982
2 GOOD	78/316,694	October 21, 2003
SHREDDED SPOONFULS	1,916,677	September 5, 1995
GREAT TASTE WITHOUT COMPROMISE	76/410,682	May 21, 2002
SOYESSENCE	2,724,948	June 10, 2003
GO GO GRAHAMS	2,877,257	August 24, 2004

TRADEMARK
REEL: 003258 FRAME: 0059

WEETABIX LIMITED

MARK	REGISTRATION NO.	REGISTRATION DATE
WEETABIX	1,293,105	September 4, 1984
Grain Design	1,293,104	September 4, 1984
ALPEN	0,980,689	March 19, 1974
FROM THE MAKERS OF WEETABIX	1,307,332	November 27, 1984

WEETABIX OF CANADA LIMITED

MARK	REGISTRATION NO.	REGISTRATION DATE
GRAINWORKS	2,803,582	January 6, 2004
GARIN SHOP	2,505,293	November 6, 2001

NORTHERN GOLD FOODS LTD.

MARK	REGISTRATION NO.	REGISTRATION DATE
NORTHERN GOLD	1,092,428	May 30, 1978
NORTHERN GOLD BITS	78/139,277	June 27, 2002
SPENCER'S CRUNCHY OATS N HONEY CEREAL	2,044,066	March 11, 1997
THE BREAKFAST COMPANY	1,838,502	May 31, 1994
FROSTED HONEY HIVES	2,986,253	August 16, 2005
SPENCER'S	2,046,252	March 18, 1997

THE WEETABIX COMPANY, INC.

[illegible]	[illegible]	[illegible]
FRUIT CIRCLES	1,416,840	November 11, 1986
GOLDEN CORN BLOSSOMS	78/055,697	March 29, 2001
FRUITIBIX	2,646,766	November 5, 2002
BANANABIX	2,646,765	November 5, 2002
BANANA CRUNCHY DELIGHT	2,550,838	March 19, 2002
PEANUT BUTTER DOTS	2,507,516	November 13, 2001
MINIBIX	2,402,586	November 7, 2000
APPLE CINNAMON CIRCLES	2,114,623	November 18, 1997
DISTINCTLY LITE	2,080,123	July 15, 1997
CRANBERRY CRUNCHY DELIGHT	2,508,059	November 13, 2001
COCOA SPECKLES	2,494,844	October 2, 2001
FRUITY SPECKLES	2,494,840	October 2, 2001
CORN CRAZIES	2,796,002	December 16, 2003
BREAKFAST GOLD	1,601,161	June 12, 1990
ORGANIC GOLD	78/252,271	May 20, 2003
FRUIT DOTS	1,550,379	August 1, 1989

THE WEETABIX COMPANY, INC.

MARK	[illegible] NO.	[illegible]
GRAINFIELD'S	1,272,039	March 27, 1984
HIGH NUTRITION	1,815,563	January 4, 1994
COCOA DOTS	1,653,338	August 6, 1991
DULCITA	1,548,520	July 18, 1989