

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| KEEBLER FOODS COMPANY | | 09/05/2006 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | KEEBLER COMPANY | | |
| Street Address: | ONE KELLOGG SQUARE, PO BOX 3599 | | |
| City: | BATTLE CREEK | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 49016-3599 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3130541 | KELLOGG'S SHOOTING STARS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (269)961-3276 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 239-961-2170 | | |
| Email: | trademarks@kellogg.com | | |
| Correspondent Name: | DAVID A HERDMAN | | |
| Address Line 1: | ONE KELLOGG SQUARE, PO BOX 3599 | | |
| Address Line 4: | BATTLE CREEK, MICHIGAN 49016-3599 | | |
| ATTORNEY DOCKET NUMBER: | 4175-US-NF | | |
| NAME OF SUBMITTER: | DAVID A HERDMAN | | |
| Signature: | /DAVID A HERDMAN/ | | |
| Date: | 09/18/2006 | | |

CH \$40.00 3130541

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This assignment made this 5th day of September, 2006, by and between KEEBLER FOODS COMPANY, (hereinafter "Assignor"), a Delaware corporation, having its principal place of business at One Kellogg Square, Battle Creek, Michigan 49016, and KEEBLER COMPANY, (hereinafter "Assignee"), a Delaware corporation having its principal place of business at One Kellogg Square, Battle Creek, Michigan 49016.

WHEREAS, Assignor owns and has used, or is using, the trademarks identified in the attached schedule A (collectively, hereinafter the "Marks") in the United States.

WHEREAS, Assignee is desirous of acquiring the Marks and all rights therein, including the goodwill of the business associated therewith, as well as all common-law rights and all federal trademark and service mark registrations and applications identified in Schedule A attached hereto and made a part hereof.

NOW, THEREFORE, for valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all rights, title, and interest in and to the Marks, all common-law rights, all federal registrations and applications identified in Schedule A together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment as well as provide such other material, information, or assistance as Assignee may consider necessary.

This assignment shall be binding on the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privities therewith.

KEEBLER FOODS COMPANY

DH Signature:  _____

Typed: Gary H. Pilnick

Title: Vice President/Secretary

Date: September 5, 2006

KEEBLER COMPANY

JM Signature:  _____

Typed: James K. Markey

Title: Vice President/Assistant Secretary

Date: September 5, 2006

SCHEDULE A

| Mark | Registration No. | Serial No. |
|--------------------------|------------------|------------|
| KELLOGG'S SHOOTING STARS | 3130541 | 78300283 |