

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
General Mills, Inc.		05/01/2002	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	General Mills IP Holdings II, LLC		
Street Address:	No. One General Mills Boulevard		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2678304	SILLY RABBIT, TRIX ARE FOR KIDS	
Registration Number:	2678305	SILLY RABBIT...	
CORRESPONDENCE DATA			
Fax Number:	(763)764-2268		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	763-764-3258		
Email:	trade.marks@genmills.com		
Correspondent Name:	Doreen E. Hummel		
Address Line 1:	No. One General Mills Boulevard		
Address Line 2:	M4-A		
Address Line 4:	Minneapolis, MINNESOTA 55426		
NAME OF SUBMITTER:	Doreen E. Hummel		
Signature:	/DEHummel/		
Date:	07/26/2007		

CH \$65.00 2678304

Total Attachments: 3

source=Silly Rabbit TM Assignment to GMIPHII#page1.tif

source=Silly Rabbit TM Assignment to GMIPHII#page2.tif

source=Silly Rabbit TM Assignment to GMIPHII#page3.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is made effective as of the 1st day of Nov, 2002 by General Mills, Inc., a corporation duly organized and existing under the laws of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 ("*Assignor*").

WHEREAS, Assignor is the owner of trademarks identified on Schedule A hereto (as such Schedule may be amended, supplemented or modified from time to time to permit the Assignor to comply with the terms of this Assignment) which are registered or pending registration in the United States pertaining to the Assignor's and its subsidiaries' cereal business and the cereal business' products (the "*Assigned Trademarks*");

WHEREAS, Assignor and General Mills IP Holdings II, LLC, a Delaware limited liability company having a principal place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 (hereinafter referenced as "*Assignee*"), have executed a Contribution Agreement dated April 2, 2002 (the "*Contribution Agreement*") wherein Assignor agreed to absolutely assign to Assignee certain property, including the Assigned Trademarks; and

WHEREAS, the Contribution Agreement requires Assignor to assign to Assignee the Assigned Trademarks.

NOW, THEREFORE, in consideration of and in exchange for the property described in the Contribution Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, subject to certain limitations set forth in the Contribution Agreement, all rights, title and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized thereby, the registrations therefor, the applications, renewals and other rights associated therewith and all remedies against infringements, violations and dilutions thereof. Subsequent to the execution of this Assignment, Assignor shall prepare any additional documents and take all actions that are necessary (i) to record this Assignment with the United States Patent and Trademark Office and any other appropriate governmental or regulatory entities or agencies of the United States or elsewhere and (ii) to effect a proper and valid assignment of the Assigned Trademarks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

GENERAL MILLS, INC.

By: David Van Benschoten

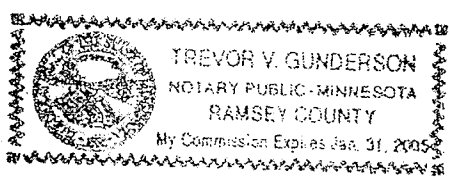
Name: David Van Benschoten

Title: Vice President, Treasurer

STATE OF MINNESOTA)
) ss.
COUNTY OF HENNEPIN)

On this 1st day of May, 2002, before me, a Notary Public within and for said County, personally appeared Dave Van Benschoten, to me known to be the person described in and who executed the foregoing instrument and acknowledged that she executed the same as her free act and deed.

Trevor V. Gunderson
Notary Public



**SUPPLEMENT TO
SCHEDULE A**

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
SILLY RABBIT, TRIX ARE FOR KIDS							
UNITED STATES	63008US002	4/2/2002	78/119,045	1/21/2003	2,678,304	REGISTERED	30
30 - CEREAL-DERIVED FOOD PRODUCTS TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD							
SILLY RABBIT...							
UNITED STATES	63008US003	4/2/2002	78/119,046	1/21/2003	2,678,305	REGISTERED	30
30 - CEREAL-DERIVED FOOD PRODUCTS TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD							