

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		04/30/2008	CORPORATION: DELAWARE

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: 10

Property Type	Number	Word Mark
Registration Number:	1826500	EARLY AMERICAN HEARTH
Registration Number:	0957925	HILLBILLY
Registration Number:	0786501	HILLBILLY OLD FASHION BREAD MADE FROM GRANNY'S OLD FASHION BREAD MIX GOOD TASTIN' NOURISHIN' TOO!
Registration Number:	1713968	KIDS' CHOICE
Registration Number:	1265872	NATURE'S RECIPE
Registration Number:	0360431	OLYMPIC
Registration Number:	2594841	PREMIUM CLASSICS
Registration Number:	1766864	PREMIUM RECIPE
Registration Number:	1710831	SMART KIDS
Registration Number:	1128392	OLYMPIC MEAL

CORRESPONDENCE DATA

Fax Number: (763)764-2268

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

CH \$265.00 1826500

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
Signature:	/RMMEGER/
Date:	05/09/2008

Total Attachments: 2
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ASSIGNMENT

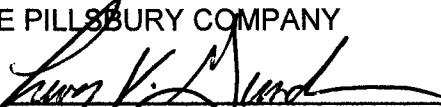
THIS ASSIGNMENT is made effective as of the 30th day of April, 2008 between The Pillsbury Company, a United States company incorporated in the State of Delaware, whose address is Number One General Mills Boulevard, Minneapolis, MN 55426, United States (hereinafter the "Assignor") and General Mills Marketing, Inc., a United States company incorporated in the State of Delaware, whose address is Number One General Mills Boulevard, Minneapolis, Minnesota 55426 USA (hereinafter "Assignee").

WHEREAS, Assignor is the Registered owner of the trademarks in the United States listed on the attached Exhibit A (hereinafter referred to as "the said Trademarks");

AND WHEREAS it has been agreed between the parties that the Assignor shall assign to the Assignee the said Trademarks and Assignee is desirous of acquiring the said Trademarks:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the Assignee all rights, title and interest in and to the said Trademarks, together with the good will of the business symbolized by the said Trademarks and the registrations thereof.

THE PILLSBURY COMPANY

By: 
Name: Trevor V. Gunderson
Title: Secretary

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
EARLY AMERICAN HEARTH	1,826,500	3 /15/1994
HILLBILLY	957,925	4 /24/1973
HILLBILLY OLD FASHION BREAD (Design)	786,501	3 /9 /1965
KIDS' CHOICE	1,713,968	9 /8 /1992
NATURE'S RECIPE	1,265,872	1 /31/1984
OLYMPIC (Stylized)	360,431	9 /20/1938
OLYMPIC MEAL	1,128,392	12/25/1979
PREMIUM CLASSICS	2,594,841	7 /16/2002
PREMIUM RECIPE (Design)	1,766,864	4 /20/1993
SMART KIDS	1,710,831	8 /25/1992