

**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
Yoplait USA, Inc.		12/16/2008	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	General Mills, Inc.
Street Address:	No. One General Mills Blvd.
Internal Address:	Law Department - M04-A
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55426
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	3389613	BLUE RASPBERRY RAGE
Registration Number:	3386132	FRUIT PUNCH CHARGE
Registration Number:	3386131	STRAWBERRY WATERMELON RUSH
Registration Number:	3386130	WILD CHERRY ZING
Registration Number:	3386129	STRAWBERRY LEMONADE JOLT

**CORRESPONDENCE DATA**

Fax Number: (763)764-2268  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 763-764-3258  
 Email: dori.hummel@genmills.com  
 Correspondent Name: General Mills, Inc.  
 Address Line 1: No. 1 General Mills Blvd.  
 Address Line 2: Dori Hummel - M04-A  
 Address Line 4: Minneapolis, MINNESOTA 55426

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NAME OF SUBMITTER:	Dori Hummel
Signature:	/Dori Hummel/
Date:	12/29/2008
Total Attachments: 2 source=Yoplait USA Assignments to GMI#page1.tif source=Yoplait USA Assignments to GMI#page2.tif	

Assign: US

ASSIGNMENT

THIS ASSIGNMENT is made effective as of the 12<sup>th</sup> day of December, 2008, between Yoplait USA, Inc., a United States company incorporated in the State of Delaware, whose address is Number One General Mills Boulevard, Minneapolis, MN 55426, USA (hereinafter the "Assignor") and General Mills, 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.

YOPLAIT USA, INC.

Date: 16-12-2008

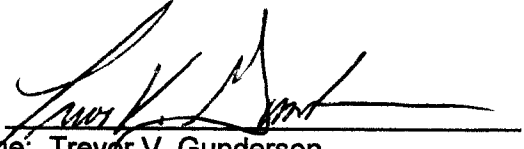
By:   
Name: Trevor V. Gunderson  
Title: Assistant Secretary

EXHIBIT A

<b>TRADEMARK</b>	<b>REGISTRATION NO.</b>	<b>REGISTRATION DATE</b>
BLUE RASPBERRY RAGE	3389613	February 26, 2008
FRUIT PUNCH CHARGE	3386132	February 19, 2008
STRAWBERRY WATERMELON RUSH	3386131	February 19, 2008
WILD CHERRY ZING	3386130	February 19, 2008
STRAWBERRY LEMONADE JOLT	3386129	February 19, 2008