

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.		05/15/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	General Mills IP Holdings I, LLC		
Street Address:	No. One General Mills Blvd.		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0814114	G GENERAL MILLS	
Registration Number:	0863242	G GENERAL MILLS	
Registration Number:	1217703	G	
CORRESPONDENCE DATA			
Fax Number:	7637642268		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	763-764-3258		
Email:	trade.marks@genmills.com		
Correspondent Name:	Dori Hummel		
Address Line 1:	Number One General Mills Blvd.		
Address Line 4:	Minneapolis, MINNESOTA 55426		
NAME OF SUBMITTER:	Dori Hummel		
Signature:	/Dori Hummel/		

Date:

05/16/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made this 15th day of May, 2012 by and between General Mills, Inc. , a corporation duly organized and existing under the laws of Delaware, having a place of business at Number One General Mills Blvd., Minneapolis, Minnesota 55426 ("Assignor") and General Mills IP Holdings I, LLC , a limited liability company duly organized and existing under the laws of Delaware, having a place of business at Number One General Mills Blvd., Minneapolis, Minnesota 55426 ("Assignee").

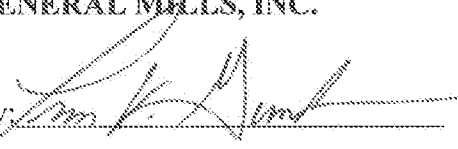
WHEREAS, Assignor is the owner of the trademarks identified on the attached Schedule A (the "Trademarks");

WHEREAS, Assignor, desires to assign the Trademarks to Assignee, and Assignee desires to acquire the Trademarks from Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the registrations identified on Schedule A, the applications, renewals and other rights associated therewith and all remedies against infringements, violations and dilutions thereof.

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

GENERAL MILLS, INC.

By: 

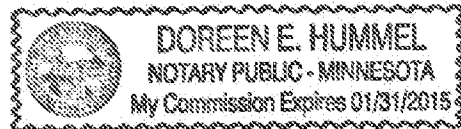
Name: Trevor V. Gunderson

Title: Assistant Secretary

STATE OF MINNESOTA)
) ss.
COUNTY OF DAKOTA)

On this 15th day of May, 2012, before me, a Notary Public within and for said County, personally appeared Trevor V. Gunderson, to me known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.

Doreen E. Hummel
Notary Public



SCHEDULE A

Trademark	Registration Number	Registration Date	Country
G GENERAL MILLS (Stylized)	814,114	August 30, 1966	USA
G GENERAL MILLS (Stylized)	863,242	January 7, 1969	USA
G (Stylized)	1,217,703	November 23, 1982	USA