

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
General Mills IP Holdings I, LLC		05/30/2012	LIMITED LIABILITY COMPANY:

**RECEIVING PARTY DATA**

<b>Name:</b>	General Mills Cereals, LLC
<b>Street Address:</b>	Number One General Mills Boulevard
<b>City:</b>	Minneapolis
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55426
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MINNESOTA

**PROPERTY NUMBERS Total: 63**

Property Type	Number	Word Mark
Registration Number:	1554932	APPLE CINNAMON CHEERIOS
Registration Number:	1553122	APPLE CINNAMON CHEERIOS
Registration Number:	3778077	BANANA NUT CHEERIOS
Registration Number:	1531112	
Registration Number:	3969938	
Registration Number:	2625229	BEE HAPPY. BEE HEALTHY.
Registration Number:	3248324	BEE HEART HEALTHY!
Registration Number:	2830737	BERRY BURST
Registration Number:	2765790	BERRY BURST CHEERIOS
Registration Number:	3422726	BERRY LUCKY CHARMS
Registration Number:	2087834	CHEERIOS
Registration Number:	0414338	CHEERIOS
Registration Number:	2653506	CHEERIOS
Registration Number:	2604083	CHEERIOS

**TRADEMARK**

Registration Number:	1734860	CHEERIOS
Registration Number:	2743345	CHEERIOS
Registration Number:	3422766	CHEERIOS
Registration Number:	1647570	CHEERIOS
Registration Number:	3289120	CHEERIOS CIRCLE OF HELPING HEARTS
Registration Number:	3340742	CHEERIOS CRUNCH
Registration Number:	3219904	CHEERIOS NURTURING CIRCLE
Registration Number:	3187427	O CHEERIOS NURTURING CIRCLE
Registration Number:	3853354	CHOCOLATE CHEERIOS
Registration Number:	3132227	CHOCOLATE LUCKY CHARMS
Registration Number:	3948998	CINNAMON BURST CHEERIOS
Registration Number:	1346597	CINNAMON TOAST CRUNCH
Registration Number:	3344581	CINNAMON TOAST CRUNCH
Registration Number:	3498992	CINNAMON TOAST CRUNCH
Registration Number:	1681353	CINNAMON TOAST CRUNCH
Registration Number:	3411447	CINNAMON TOAST CRUNCH
Registration Number:	3151736	CIRCLE OF HEALTHY HEARTS
Registration Number:	3218877	FIND YOUR HAPPY TASTE
Registration Number:	2120303	FRENCH TOAST CRUNCH
Registration Number:	2070610	FROSTED CHEERIOS
Registration Number:	2054081	FROSTED THE 'HOLE WAY AROUND!
Registration Number:	3299987	FRUITY CHEERIOS
Registration Number:	2297824	
Registration Number:	1148469	HONEY NUT CHEERIOS
Registration Number:	2592448	HONEY NUT CHEERIOS
Registration Number:	1212620	IT'S A HONEY OF AN 'O'
Registration Number:	3422657	IT'S GOOD TO BE GOOD TO YOURSELF
Registration Number:	3498920	
Registration Number:	0759322	LUCKY CHARMS
Registration Number:	4062529	LUCKY CHARMS TREATS
Registration Number:	3880897	MORE GRAINS LESS YOU!
Registration Number:	1710278	MULTI GRAIN CHEERIOS
Registration Number:	3219903	NURTURING CIRCLE
Registration Number:	3187426	NURTURING CIRCLE
Registration Number:	3538493	SALUDABLIOSO

	3773192	TAKE THE STEPS
Registration Number:	3141991	TEAM CHEERIOS
Registration Number:	2261169	THE 1 AND ONLY CHEERIOS
Registration Number:	3771589	THE ONE AND ONLY
Registration Number:	2089466	THE TASTE YOU CAN SEE
Registration Number:	3518021	THEY'RE MAGICALLY DELICIOUS!
Registration Number:	3155194	YOGURT BURST
Registration Number:	3160746	YOGURT BURST CHEERIOS
Serial Number:	85578225	
Serial Number:	85514636	CHEERIOS MEDLEY CRUNCH
Serial Number:	85630775	CINNAMON TOAST CRUNCH
Serial Number:	85339896	FROSTED TOAST CRUNCH
Serial Number:	85514637	HONEY NUT CHEERIOS MEDLEY CRUNCH
Serial Number:	77865660	LOVE YOUR HEART SO YOU CAN DO WHAT YOU LOVE

**CORRESPONDENCE DATA**

Fax Number: 7637642268  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 763-764-2593  
Email: trade.marks@genmills.com  
Correspondent Name: Ann Hinrichs  
Address Line 1: Number One General Mills Boulevard  
Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:	Ann M. Hinrichs
Signature:	/Ann M. Hinrichs/
Date:	08/03/2012

Total Attachments: 3  
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**TRADEMARK ASSIGNMENT - SCHEDULE A**

APPLE CINNAMON CHEERIOS	1,554,932	REGISTERED	09/05/1989
APPLE CINNAMON CHEERIOS (DESIGN, v2)	1,553,122	REGISTERED	08/22/1989
BANANA NUT CHEERIOS	3,778,077	REGISTERED	04/20/2010
BEE (DESIGN ONLY, v2)	1,531,112	REGISTERED	03/21/1989
BEE (DESIGN ONLY, v4)	3,969,938	REGISTERED	05/31/2011
BEE HAPPY. BEE HEALTHY.	2,625,229	REGISTERED	09/24/2002
BEE HEART HEALTHY!	3,248,324	REGISTERED	05/29/2007
BERRY BURST	2,830,737	REGISTERED	04/06/2004
BERRY BURST CHEERIOS	2,765,790	REGISTERED	09/16/2003
BERRY LUCKY CHARMS	3,422,726	REGISTERED	05/06/2008
CHEERIOS	2,087,834	REGISTERED	08/12/1997
CHEERIOS	414,338	REGISTERED	06/05/1945
CHEERIOS	2,653,506	REGISTERED	11/26/2002
CHEERIOS	2,604,083	REGISTERED	08/06/2002
CHEERIOS	1,734,860	REGISTERED	11/24/1992
CHEERIOS	2,743,345	REGISTERED	07/29/2003
CHEERIOS	3,422,766	REGISTERED	05/06/2008
CHEERIOS (DESIGN, v1)	1,647,570	REGISTERED	06/11/1991
CHEERIOS CIRCLE OF HELPING HEARTS	3,289,120	REGISTERED	09/04/2007
CHEERIOS CRUNCH	3,340,742	REGISTERED	11/20/2007
CHEERIOS NURTURING CIRCLE (DESIGN, v1)	3,219,904	REGISTERED	03/20/2007
CHEERIOS NURTURING CIRCLE (DESIGN, v1)	3,187,427	REGISTERED	12/19/2006
CHOCOLATE CHEERIOS	3,853,354	REGISTERED	09/28/2010
CHOCOLATE LUCKY CHARMS	3,132,227	REGISTERED	08/22/2006
CINNAMON BURST CHEERIOS	3,948,998	REGISTERED	04/19/2011
CINNAMON TOAST CRUNCH	1,346,597	REGISTERED	07/02/1985
CINNAMON TOAST CRUNCH	3,344,581	REGISTERED	11/27/2007
CINNAMON TOAST CRUNCH	3,498,992	REGISTERED	09/09/2008
CINNAMON TOAST CRUNCH	1,681,353	REGISTERED	03/31/1992
CINNAMON TOAST CRUNCH (DESIGN, v1)	3,411,447	REGISTERED	04/15/2008
CIRCLE OF HEALTHY HEARTS	3,151,736	REGISTERED	10/03/2006
FIND YOUR HAPPY TASTE	3,218,877	REGISTERED	03/13/2007
FRENCH TOAST CRUNCH	2,120,303	REGISTERED	12/09/1997
FROSTED CHEERIOS	2,070,610	REGISTERED	06/10/1997
FROSTED THE HOLE WAY AROUND	2,054,081	REGISTERED	04/22/1997
FRUITY CHEERIOS	3,299,987	REGISTERED	09/25/2007
HEART (DESIGN ONLY, v1)	2,297,824	REGISTERED	12/07/1999
HONEY NUT CHEERIOS	1,148,469	REGISTERED	03/17/1981
HONEY NUT CHEERIOS	2,592,448	REGISTERED	07/09/2002
IT'S A HONEY OF AN 'O'	1,212,620	REGISTERED	10/12/1982
IT'S GOOD TO BE GOOD TO YOURSELF	3,422,657	REGISTERED	05/06/2008
LEPRECHAUN (DESIGN ONLY, v1)	3,498,920	REGISTERED	09/09/2008
LUCKY CHARMS	759,322	REGISTERED	10/29/1963
LUCKY CHARMS TREATS	4,062,529	REGISTERED	11/29/2011
MORE GRAINS LESS YOU!	3,880,897	REGISTERED	11/23/2010
MULTI GRAIN CHEERIOS	1,710,278	REGISTERED	08/25/1992
NURTURING CIRCLE	3,219,903	REGISTERED	03/20/2007
NURTURING CIRCLE	3,187,426	REGISTERED	12/19/2006
SALUDABLIOSO	3,538,493	REGISTERED	11/25/2008

TAKE THE STEPS	3,773,192	REGISTERED	04/06/2010
TEAM CHEERIOS	3,141,991	REGISTERED	09/12/2006
THE 1 AND ONLY CHEERIOS	2,261,169	REGISTERED	07/13/1999
THE ONE AND ONLY	3,771,589	REGISTERED	04/06/2010
THE TASTE YOU CAN SEE	2,089,466	REGISTERED	08/19/1997
THEY'RE MAGICALLY DELICIOUS!	3,518,021	REGISTERED	10/14/2008
YOGURT BURST	3,155,194	REGISTERED	10/10/2006
YOGURT BURST CHEERIOS	3,160,746	REGISTERED	10/17/2006
BAKER (DESIGN ONLY, v2)	85/578,225	PENDING	03/23/2012
CHEERIOS MEDLEY CRUNCH	85/514,636	PENDING	01/12/2012
CINNAMON TOAST CRUNCH	85/630,775	PENDING	05/21/2012
FROSTED TOAST CRUNCH	85/339,896	PENDING	06/07/2011
HONEY NUT CHEERIOS MEDLEY CRUNCH	85/514,637	PENDING	01/12/2012
LOVE YOUR HEART SO YOU CAN DO WHAT YOU LOVE	77/865,660	PENDING	11/05/2009

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