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.		06/01/2012	CORPORATION:

RECEIVING PARTY DATA

Name:	General Mills Marketing, Inc.
Street Address:	Number One General Mills Boulevard
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55426
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 299

Property Type	Number	Word Mark
Registration Number:	3924266	ALL ACES
Registration Number:	1302980	ALL TRUMPS
Registration Number:	3773765	AMERICA'S FAVORITE FROSTING
Registration Number:	3791018	AMPED UP TASTE
Registration Number:	4018221	
Registration Number:	3714840	ASIAN CHICKEN HELPER
Registration Number:	1963264	BAC-OS
Registration Number:	0811099	BAC*OS
Registration Number:	2127341	BAC-OS MAKES EVERY BITE BETTER
Registration Number:	3864781	BAKE LIFE SWEETER
Registration Number:	3891517	BAKE THE CHANGE
Registration Number:	4078213	BE A DOUGHMINATOR
Registration Number:	3653307	BE RACE READY
Registration Number:	3017928	BERRY BERRY COOL

CH $490.00 3924266

Registration Number:	3264582	BERRY BERRY TWIST
Registration Number:	2168619	BERRY TIE-DYE
Registration Number:	0945806	BETTY CROCKER
Registration Number:	1517738	BETTY CROCKER
Registration Number:	1742305	BETTY CROCKER
Registration Number:	1841187	BETTY CROCKER
Registration Number:	1812606	BETTY CROCKER
Registration Number:	1350888	BETTY CROCKER
Registration Number:	1766073	BETTY CROCKER
Registration Number:	3310843	BETTY CROCKER
Registration Number:	3492209	BETTY CROCKER
Registration Number:	3947950	BETTY CROCKER
Registration Number:	1654991	BETTY CROCKER
Registration Number:	1198117	BETTY CROCKER
Registration Number:	1938591	BETTY CROCKER
Registration Number:	0814113	BETTY CROCKER
Registration Number:	0716936	BETTY CROCKER
Registration Number:	2569884	BETTY CROCKER
Registration Number:	1705057	BETTY CROCKER
Registration Number:	1259342	BETTY CROCKER
Registration Number:	1619200	BETTY CROCKER
Registration Number:	1814296	BETTY CROCKER
Registration Number:	1706830	BETTY CROCKER
Registration Number:	1357043	BETTY CROCKER
Registration Number:	0973156	BETTY CROCKER
Registration Number:	1259343	BETTY CROCKER
Registration Number:	1512284	BETTY CROCKER
Registration Number:	1412550	BETTY CROCKER
Registration Number:	1763105	BETTY CROCKER
Registration Number:	1624781	BETTY CROCKER
Registration Number:	1942586	BETTY CROCKER
Registration Number:	0633284	BETTY CROCKER
Registration Number:	0858235	BETTY CROCKER
Registration Number:	1198118	BETTY CROCKER
Registration Number:	3251808	BETTY CROCKER

	3251807	BETTY CROCKER
Registration Number:	2452977	BETTY CROCKER
Registration Number:	0536524	BETTY CROCKER
Registration Number:	2565943	BETTY CROCKER BOWL APPETIT
Registration Number:	2931830	BETTY CROCKER COMPLETE DESSERTS
Registration Number:	3309484	BETTY CROCKER SEASONED SKILLETS
Registration Number:	0945279	BETTY CROCKER
Registration Number:	2533079	BETTY'S KITCHEN
Registration Number:	0997370	BISQUICK
Registration Number:	3310844	BISQUICK
Registration Number:	0289319	BISQUICK
Registration Number:	3140426	BISQUICK HEART SMART
Registration Number:	3803146	BISQUICK ORIGINAL PANCAKE AND BAKING MIX
Registration Number:	3803151	BISQUICK ORIGINAL PANCAKE AND BAKING MIX
Registration Number:	3301817	BLASTIN' BERRY HOT COLORS
Registration Number:	1817496	BLAZIN' BLUE
Registration Number:	3389613	BLUE RASPBERRY RAGE
Registration Number:	3242500	BOWL APPETIT!
Registration Number:	3378189	BOX TOPS FOR EDUCATION
Registration Number:	3597701	BOX TOPS MARKETPLACE
Registration Number:	0792328	BUGLES
Registration Number:	1929420	
Registration Number:	3360976	BUNGEE FRUIT
Registration Number:	1807781	CAMEO
Registration Number:	3973902	CHAMPIONS FOR HEALTHY KIDS
Registration Number:	2849632	CHERRY ORANGE WILDFIRE
Registration Number:	3985200	CHERRY ORCHARD
Registration Number:	1306264	CHICKEN HELPER
Registration Number:	3714841	CHICKEN HELPER
Registration Number:	2198461	COLOMBO
Registration Number:	1236564	COLOMBO
Registration Number:	1884072	COLOMBO
Registration Number:	1604859	COLOMBO
Registration Number:	0948642	COLOMBO
Registration Number:	2018197	COLOR BY THE FOOT

	3335795	COOL CHIX
Registration Number:	3555014	COOL PRINTZ
Registration Number:	3330305	CRAZY PIX
Registration Number:	3967017	
Registration Number:	3697018	CREATE-A DINO
Registration Number:	4016788	DECADENT SUPREME
Registration Number:	3841113	DINNER MADE EASY
Registration Number:	1755584	DUNKAROOS
Registration Number:	3464148	EAT BETTER AMERICA
Registration Number:	3981676	EBOXTOPS
Registration Number:	1784945	ELECTRIC YELLOW
Registration Number:	3555013	ENDLESS ADVENTURES
Registration Number:	2026158	EVERYTHING YOU NEED TO KNOW TO COOK
Registration Number:	3234880	EZ PRO
Registration Number:	3242423	EZ PRO
Registration Number:	3374512	FAIRYTALE PRINCESS
Registration Number:	3800873	FEEDING DREAMS
Registration Number:	3143609	FLAVOR SHOCK
Registration Number:	1771659	FRUIT BY THE FOOT
Registration Number:	3689405	FRUIT BY THE FOOT MINI FEET
Registration Number:	2141941	FRUIT GUSHERS
Registration Number:	3386132	FRUIT PUNCH CHARGE
Registration Number:	3325438	FRUIT RIPPLES
Registration Number:	1127591	FRUIT ROLL-UPS
Registration Number:	3313318	FRUIT ROLL-UPS FRUIT STACKERZ
Registration Number:	3525520	FRUIT ROLL-UPS FRUIT STICKERZ
Registration Number:	3760209	FRUIT ROLL-UPS MINI ROLLS
Registration Number:	3330301	FRUIT STACKERZ
Registration Number:	3525519	FRUIT STICKERZ
Registration Number:	1978915	FRUITOMIC PUNCH
Registration Number:	4106916	FUN DA-MIDDLES
Registration Number:	4050673	FUN DA-MIDDLES
Registration Number:	3045207	G PROMOTIONAL LOGISTICS
Registration Number:	2928982	G.M. 44
Registration Number:	3760125	GAMETIME GIVEAWAY

	1763108	GEN SNACKS
Registration Number:	1182343	GENERAL MILLS
Registration Number:	2657699	GENERAL MILLS & YOU HEALTHY FOOD FOR HEALTHY FAMILIES
Registration Number:	0408285	GM GENERAL MILLS, INC.
Registration Number:	3193406	GLUTENFREEDOM
Registration Number:	1544732	GOLD MEDAL
Registration Number:	0573406	GOLD MEDAL
Registration Number:	0788813	GOLD MEDAL
Registration Number:	0766829	GOLD MEDAL
Registration Number:	0568587	GOLD MEDAL
Registration Number:	1544734	GOLD MEDAL
Registration Number:	0983444	GOLD MEDAL
Registration Number:	1544731	GOLD MEDAL
Registration Number:	3007849	MEDALLA DE ORO
Registration Number:	0550922	GOLD MEDAL CREAM OF RYE
Registration Number:	0631875	GOLD MEDAL SUPERLATIVE
Registration Number:	0788797	GOLD MEDAL WONDRA
Registration Number:	0777123	GOLDEN GATE
Registration Number:	1302979	GOLDEN SHIELD
Registration Number:	2779664	GOLDEN VALLEY
Registration Number:	3890154	GROWING LOCAL LEARNING
Registration Number:	1681635	GUSHERS
Registration Number:	1841959	HAMBURGER HELPER
Registration Number:	1612249	HAMBURGER HELPER
Registration Number:	0891676	HAMBURGER HELPER
Registration Number:	3718173	HAMBURGER HELPER
Registration Number:	1088265	
Registration Number:	1623901	HARVEST KING
Registration Number:	3663674	HEALTH NUMBER
Registration Number:	3996405	HEALTHIFIED
Registration Number:	3746785	HEALTHIFY MY RECIPE
Registration Number:	1390099	HELMET
Registration Number:	0977430	HELPER
Registration Number:	3794550	HELPER COMPLETE MEALS

Registration Number:	1918186	HELPING HAND
Registration Number:	2552575	HI-POWER
Registration Number:	1954296	HOT COLORS
Registration Number:	1754103	HOT SECRET
Registration Number:	3812773	
Registration Number:	3667727	HOW DO YOU ROLL
Registration Number:	3663659	I MY SCHOOL
Registration Number:	3804003	INSPIRING AMERICA TO COOK AT HOME
Registration Number:	0134297	IRON DUKE
Registration Number:	1623902	KING KAISER
Registration Number:	0047508	KING WHEAT
Registration Number:	3832791	LET'S BAKE A MOMENT TOGETHER
Registration Number:	3923139	LIVE GLUTEN FREELY
Registration Number:	3641100	LONG ON FUN
Registration Number:	2413040	MEDALLION
Registration Number:	1500015	MEDALLION LABORATORIES
Registration Number:	3642943	ML MEDALLION LABS
Registration Number:	3152351	MICROWAVE SINGLES
Registration Number:	3894015	MIX IT UP! WITH BETTY
Registration Number:	3894033	MIX IT UP! WITH BETTY
Registration Number:	4046360	MOOD MORPHERS
Registration Number:	3607486	MOUTH MIXERS
Registration Number:	3073311	MOUTH MORPHERS!
Registration Number:	3426213	MYHOMETOWNHELPER.COM
Registration Number:	3760092	MYSTERY VARIETY PACK
Registration Number:	1050871	NATURE VALLEY
Registration Number:	0965714	NATURE VALLEY
Registration Number:	1211778	NATURE VALLEY
Registration Number:	3309527	NATURE VALLEY FRUIT CRISPS
Registration Number:	3696897	ONE BOX WONDER!
Registration Number:	3286875	ONE POUND. ONE PAN. ONE HAPPY FAMILY.
Registration Number:	3316746	ONE POUND. ONE PAN. ONE HAPPY FAMILY.
Registration Number:	3865159	ONE POUND. ONE PAN. ONE TASTY MEAL.
Registration Number:	3104953	OTHER SNACKS ARE POINTLESS
Registration Number:	3881389	PANCAKE NATION

	3547581	PINK TOGETHER
Registration Number:	1192840	POLLYANNA
Registration Number:	0788805	POTATO BUDS
Registration Number:	3664768	POUND FOR POUND
Registration Number:	3664750	POUND FOR POUND CHALLENGE
Registration Number:	3299396	POWER CAT
Registration Number:	3693804	PUNCH BERRY
Registration Number:	0293896	PURASNOW
Registration Number:	3829741	QUE RICA VIDA
Registration Number:	3841431	QUE RICA VIDA
Registration Number:	3938995	QUE RICA VIDA
Registration Number:	3493603	REAL PANCAKES. REAL GOOD.
Registration Number:	4139816	RED SPOON SQUAD
Registration Number:	1331133	REMARKABLE
Registration Number:	3670015	RESTAURANT FAVORITES
Registration Number:	3970699	REX ROYAL
Registration Number:	3517961	ROLL AROUND THE WORLD
Registration Number:	1711965	SALUTE TO SAVINGS
Registration Number:	1607578	SALUTE TO SAVINGS
Registration Number:	3562533	SAVE THE TRAILS
Registration Number:	3819960	SCRATCH BAKERS' CLUB
Registration Number:	1773781	SCREAMIN' GREEN
Registration Number:	1626182	SHAKE 'N POUR
Registration Number:	1562388	SHARK BITES
Registration Number:	4049690	SHOW YOUR HELPING HAND
Registration Number:	1772501	SIZZLING RED
Registration Number:	1832362	SLENDER SENSATIONS
Registration Number:	3740686	SPACE STATION
Registration Number:	0645830	SPERRY
Registration Number:	0172638	SPERRY BLOSSOMS
Registration Number:	3667705	SPLATZ
Registration Number:	3253702	
Registration Number:	3256051	
Registration Number:	2841559	SPOONFULS OF STORIES
Registration Number:	3023561	SPOONFULS OF STORIES

	4046599	
Registration Number:	3726453	STAY IN AND GO ALL OUT!
Registration Number:	3799459	STRAWBERRY CRAZE
Registration Number:	3744656	STRAWBERRY KIWI KICK
Registration Number:	3386129	STRAWBERRY LEMONADE JOLT
Registration Number:	1709429	STRAWBERRY SPLASH
Registration Number:	3749813	STRAWBERRY SPLASH
Registration Number:	3386131	STRAWBERRY WATERMELON RUSH
Registration Number:	3555012	STYLIN' STRAWBERRY
Registration Number:	3683505	FIRST-CLASS MAIL INTERNATIONAL
Registration Number:	1408814	SUDDENLY SALAD
Registration Number:	3325894	SUNBERRY BURST
Registration Number:	1110636	SUPER MOIST
Registration Number:	1239624	SUPER MOIST
Registration Number:	0072916	SUPREME
Registration Number:	4062528	SWEET REWARDS
Registration Number:	2025280	SWEET REWARDS
Registration Number:	2083704	SWEET REWARDS
Registration Number:	3811701	TABLESPOON
Registration Number:	1404299	TACOBAKE
Registration Number:	2487666	THE BIG RED COOKBOOK
Registration Number:	3309891	THE CEREAL NATURE INTENDED
Registration Number:	1460265	THE HELPERS
Registration Number:	3744696	THE MIXER
Registration Number:	3894555	THE TASTE NATURE INTENDED
Registration Number:	3386111	TONGUE PRINTS
Registration Number:	3994049	
Registration Number:	1401706	TRI HEALTHALON
Registration Number:	2924165	TRIPLE BERRY SHOCK
Registration Number:	3555011	TROPICAL THRILL
Registration Number:	2555914	TROPICAL TIE-DYE
Registration Number:	0972518	TUNA HELPER
Registration Number:	3714842	TUNA HELPER
Registration Number:	3151956	WARM DELIGHTS
Registration Number:	0013253	WASHBURN'S GOLD MEDAL

	2133374	WATERMELON BLAST
Registration Number:	0102229	WHEAT A LAXA
Registration Number:	3765347	WICKED WEBS
Registration Number:	3386130	WILD CHERRY ZING
Registration Number:	3544067	WILD ONES
Registration Number:	3788940	WILDBERRY PUNCH
Registration Number:	1510342	WONDRA
Registration Number:	4063412	YOUR WARM CHOCOLATE MOMENT IS JUST MINUTES AWAY
Serial Number:	85629093	BETTY CROCKER
Serial Number:	85331202	BETTY CROCKER
Serial Number:	85331388	BETTY CROCKER
Serial Number:	85538110	BUILDING WITH BOX TOPS
Serial Number:	85543119	DOUBLE DARE BERRY
Serial Number:	85162087	EVERYTHING YOU NEED
Serial Number:	85162083	EVERYTHING YOU NEED
Serial Number:	85155725	FOODGPS
Serial Number:	85632496	FRUIT GUSHERS
Serial Number:	85631347	FRUIT ROLL-UPS
Serial Number:	85400335	GEOS
Serial Number:	85088628	GLUTEN FREELY
Serial Number:	85517707	GOLD MEDAL THE MEASURE OF QUALITY GUARANTEED PREMIUM QUALITY SINCE 1880 GOLD MEDAL
Serial Number:	85486804	HEART TO CART
Serial Number:	85548441	HELP IS ON THE WAY
Serial Number:	85411430	HIDDEN WHOLE WHEAT
Serial Number:	85509241	LIVE BETTER AMERICA
Serial Number:	85456470	MUSICA Y SABOR
Serial Number:	85339634	NATURE AT ITS MOST DELICIOUS
Serial Number:	85300054	NATURE VALLEY
Serial Number:	85544763	NATURE VALLEY 100% NATURAL
Serial Number:	78835265	QUE RICA VIDA
Serial Number:	85202829	RECHARGE
Serial Number:	85508456	SPRING-KLES
Serial Number:	85515062	STAR SPANGLED

Serial Number:	85277009	THE DOUGHMINATORS
Serial Number:	85575708	WHERE DO YOU TAKE YOUR BAR?
Registration Number:	2890576	COMPLETE DESSERTS
Registration Number:	3697019	CREATE-A BUG
Registration Number:	3697016	FLAVOR KICKERS
Registration Number:	3984617	GENERAL MILLS BREAK INSPIRATIONS
Registration Number:	0396473	SURELOAF
Serial Number:	85399993	SUCCESS MADE SIMPLE

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:	08/08/2012

Total Attachments: 7
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is executed by the undersigned on this 1st day of June, 2012, pursuant to that certain Transfer Agreement dated as of the date hereof (the "Transfer Agreement") 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 Marketing, 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 ("Assignee").

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

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

NOW, THEREFORE, pursuant to the Transfer Agreement, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign 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: Christopher A. Rauschl
Title: Assistant Secretary

STATE OF MINNESOTA)
) ss.
COUNTY OF HENNEPIN)

On this 11th day of July, 2012, before me, a Notary Public for State of Minnesota, personally appeared Christopher A. Rauschl, 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.

Seal:

Notary Public

BARBARA A. GROSSMAN
Notary Public-Minnesota
My Commission Expires Jan 31, 2016

fb.us.8664837.02

TRADEMARK
REEL: 004838 FRAME: 0358

SCHEDULE A – TRADEMARK ASSIGNMENT

TRADEMARK	REG. NO.	STATUS	REG. DATE
ALL ACES	3,924,266	REGISTERED	02/22/2011
ALL TRUMPS	1,302,980	REGISTERED	10/30/1984
AMERICA'S FAVORITE FROSTING	3,773,765	REGISTERED	04/06/2010
AMPED UP TASTE	3,791,018	REGISTERED	05/18/2010
APPLE (DESIGN ONLY, v1)	4,018,221	REGISTERED	08/30/2011
ASIAN CHICKEN HELPER (DESIGN, v1)	3,714,840	REGISTERED	11/24/2009
BAC-OS	1,963,264	REGISTERED	03/19/1996
BAC-OS	811,099	REGISTERED	07/12/1966
BAC-OS MAKES EVERY BITE BETTER	2,127,341	REGISTERED	01/06/1998
BAKE LIFE SWEETER	3,864,781	REGISTERED	10/19/2010
BAKE THE CHANGE	3,891,517	REGISTERED	12/14/2010
BE A DOUGHMINATOR	4,078,213	REGISTERED	12/27/2011
BE RACE READY	3,653,307	REGISTERED	07/14/2009
BERRY BERRY COOL	3,017,928	REGISTERED	11/22/2005
BERRY BERRY TWIST	3,264,582	REGISTERED	07/17/2007
BERRY TIE-DYE	2,168,619	REGISTERED	06/23/1998
BETTY CROCKER	945,806	REGISTERED	10/24/1972
BETTY CROCKER	1,517,738	REGISTERED	12/27/1988
BETTY CROCKER	1,742,305	REGISTERED	12/22/1992
BETTY CROCKER	1,841,187	REGISTERED	06/21/1994
BETTY CROCKER	1,812,606	REGISTERED	12/21/1993
BETTY CROCKER	1,350,888	REGISTERED	07/23/1985
BETTY CROCKER	1,766,073	REGISTERED	04/20/1993
BETTY CROCKER	3,310,843	REGISTERED	10/16/2007
BETTY CROCKER	3,492,209	REGISTERED	08/26/2008
BETTY CROCKER	3,947,950	REGISTERED	04/19/2011
BETTY CROCKER	1,654,991	REGISTERED	08/27/1991
BETTY CROCKER	1,198,117	REGISTERED	06/15/1982
BETTY CROCKER	1,938,591	REGISTERED	11/28/1995
BETTY CROCKER	814,113	REGISTERED	08/30/1966
BETTY CROCKER	716,936	REGISTERED	06/13/1961
BETTY CROCKER	2,569,884	REGISTERED	05/14/2002
BETTY CROCKER	1,705,057	REGISTERED	08/04/1992
BETTY CROCKER	1,259,342	REGISTERED	11/29/1983
BETTY CROCKER (DESIGN, v1)	1,619,200	REGISTERED	10/23/1990
BETTY CROCKER (DESIGN, v1)	1,814,296	REGISTERED	12/28/1993
BETTY CROCKER (DESIGN, v1)	1,706,830	REGISTERED	08/11/1992
BETTY CROCKER (DESIGN, v2)	1,357,043	REGISTERED	08/27/1985
BETTY CROCKER (DESIGN, v2)	973,156	REGISTERED	11/20/1973
BETTY CROCKER (DESIGN, v6)	1,259,343	REGISTERED	11/29/1983
BETTY CROCKER (DESIGN, v7)	1,512,284	REGISTERED	11/15/1988
BETTY CROCKER (DESIGN, v7)	1,412,550	REGISTERED	10/07/1986
BETTY CROCKER (DESIGN, v7)	1,763,105	REGISTERED	04/06/1993
BETTY CROCKER (DESIGN, v7)	1,624,781	REGISTERED	11/27/1990
BETTY CROCKER (DESIGN, v7)	1,942,586	REGISTERED	12/19/1995
BETTY CROCKER (DESIGN, v7)	633,284	REGISTERED	08/21/1956
BETTY CROCKER (DESIGN, v7)	858,235	REGISTERED	10/08/1968
BETTY CROCKER (DESIGN, v7)	1,198,118	REGISTERED	06/15/1982
BETTY CROCKER (DESIGN, v7)	3,251,808	REGISTERED	06/12/2007
BETTY CROCKER (DESIGN, v7)	3,251,807	REGISTERED	06/12/2007

TRADEMARK
REEL: 004838 FRAME: 0359

TRADEMARK	REG. NO.	STATUS	REG. DATE
BETTY CROCKER (DESIGN, v7)	2,452,977	REGISTERED	05/22/2001
BETTY CROCKER (STYLIZED, v1)	536,524	REGISTERED	01/16/1951
BETTY CROCKER BOWL APPETIT	2,565,943	REGISTERED	04/30/2002
BETTY CROCKER COMPLETE DESSERTS	2,931,830	REGISTERED	03/08/2005
BETTY CROCKER SEASONED SKILLETS	3,309,484	REGISTERED	10/09/2007
BETTY CROCKER'S	945,279	REGISTERED	10/17/1972
BETTY'S KITCHEN	2,533,079	REGISTERED	01/22/2002
BISQUICK	997,370	REGISTERED	11/05/1974
BISQUICK	3,310,844	REGISTERED	10/16/2007
BISQUICK (STYLIZED, v1)	289,319	REGISTERED	11/24/1931
BISQUICK HEART SMART	3,140,426	REGISTERED	09/05/2006
BISQUICK ORIGINAL PANCAKE AND BAKING MIX (DESIGN v1)	3,803,146	REGISTERED	06/15/2010
BISQUICK ORIGINAL PANCAKE AND BAKING MIX (DESIGN v1)	3,803,151	REGISTERED	06/15/2010
BLASTIN' BERRY HOT COLORS	3,301,817	REGISTERED	10/02/2007
BLAZIN' BLUE (FRUIT ROLL-UPS)	1,817,496	REGISTERED	01/18/1994
BLUE RASPBERRY RAGE	3,389,613	REGISTERED	02/26/2008
BOWL APPETIT!	3,242,500	REGISTERED	05/15/2007
BOX TOPS FOR EDUCATION	3,378,189	REGISTERED	02/05/2008
BOX TOPS MARKETPLACE	3,597,701	REGISTERED	03/31/2009
BUGLES	792,328	REGISTERED	07/06/1965
BUGLES (SHAPE, v1)	1,929,420	REGISTERED	10/24/1995
BUNGEE FRUIT	3,360,976	REGISTERED	12/25/2007
CAMEO	1,807,781	REGISTERED	11/30/1993
CHAMPIONS FOR HEALTHY KIDS	3,973,902	REGISTERED	06/07/2011
CHERRY ORANGE WILDFIRE	2,849,632	REGISTERED	06/01/2004
CHERRY ORCHARD	3,985,200	REGISTERED	06/28/2011
CHICKEN HELPER	1,306,264	REGISTERED	11/20/1984
CHICKEN HELPER (DESIGN, v1)	3,714,841	REGISTERED	11/24/2009
COLOMBO	2,198,461	REGISTERED	10/20/1998
COLOMBO	1,236,564	REGISTERED	05/03/1983
COLOMBO (DESIGN, v1)	1,884,072	REGISTERED	03/14/1995
COLOMBO (DESIGN, v1)	1,604,859	REGISTERED	07/03/1990
COLOMBO (STYLIZED, v3)	0,948,642	REGISTERED	12/12/1972
COLOR BY THE FOOT	2,018,197	REGISTERED	11/19/1996
COMPLETE DESSERTS	2,890,576	REGISTERED	09/28/2004
COOL CHIX	3,335,795	REGISTERED	11/13/2007
COOL PRINTZ	3,555,014	REGISTERED	12/30/2008
CRAZY PIX	3,330,305	REGISTERED	11/06/2007
CREATE-A	3,967,017	REGISTERED	10/13/2009
CREATE-A BUG	3,697,019	REGISTERED	10/13/2009
CREATE-A DINO	3,697,018	REGISTERED	10/13/2009
DECADENT SUPREME	4,016,788	REGISTERED	08/23/2011
DINNER MADE EASY	3,841,113	REGISTERED	08/31/2010
DUNKAROOS	1,755,584	REGISTERED	03/02/1993
EAT BETTER AMERICA	3,464,148	REGISTERED	07/08/2008
EBOXTOPS	3,981,676	REGISTERED	06/21/2011
ELECTRIC YELLOW	1,784,945	REGISTERED	07/27/1993
ENDLESS ADVENTURES	3,555,013	REGISTERED	12/30/2008
EVERYTHING YOU NEED TO KNOW TO COOK	2,026,158	REGISTERED	12/24/1996
EZ PRO	3,234,880	REGISTERED	04/24/2007
EZ PRO	3,242,423	REGISTERED	05/15/2007

TRADEMARK	REG. NO.	STATUS	REG. DATE
FAIRYTALE PRINCESS	3,374,512	REGISTERED	01/22/2008
FEEDING DREAMS	3,800,873	REGISTERED	06/08/2010
FLAVOR KICKERS	3,967,016	REGISTERED	10/13/2009
FLAVOR SHOCK	3,143,609	REGISTERED	09/12/2006
FRUIT BY THE FOOT	1,771,659	REGISTERED	05/18/1993
FRUIT BY THE FOOT MINI FEET	3,689,405	REGISTERED	09/29/2009
FRUIT GUSHERS	2,141,941	REGISTERED	03/10/1998
FRUIT PUNCH CHARGE	3,386,132	REGISTERED	02/19/2008
FRUIT RIPPLES	3,325,438	REGISTERED	10/30/2007
FRUIT ROLL-UPS	1,127,591	REGISTERED	12/11/1979
FRUIT ROLL-UPS FRUIT STACKERZ	3,313,318	REGISTERED	10/16/2007
FRUIT ROLL-UPS FRUIT STICKERZ	3,525,520	REGISTERED	10/28/2008
FRUIT ROLL-UPS MINI ROLLS	3,760,209	REGISTERED	03/16/2010
FRUIT STACKERZ	3,330,301	REGISTERED	11/06/2007
FRUIT STICKERZ	3,525,519	REGISTERED	10/28/2008
FRUITOMIC PUNCH	1,978,915	REGISTERED	06/04/1996
FUN DA-MIDDLES (DESIGN, v1)	4,106,916	REGISTERED	02/28/2012
FUN DA-MIDDLES	4,050,673	REGISTERED	11/01/2011
G PROMOTIONAL LOGISTICS (DESIGN, v1)	3,045,207	REGISTERED	01/17/2006
G.M. 44	2,928,982	REGISTERED	03/01/2005
GAMETIME GIVEAWAY	3,760,125	REGISTERED	03/16/2010
GEN SNACKS	1,763,108	REGISTERED	04/06/1993
GENERAL MILLS	1,182,343	REGISTERED	12/15/1981
GENERAL MILLS & YOU HEALTHY FOOD FOR HEALTHY FAMILIES (DESIGN, v1)	2,657,699	REGISTERED	12/10/2002
GENERAL MILLS BREAK INSPIRATIONS	3,984,617	REGISTERED	06/28/2011
GENERAL MILLS, INC. (DESIGN, v1)	0,408,285	REGISTERED	08/01/1944
GLUTENFREEDOM	3,193,406	REGISTERED	01/02/2007
GOLD MEDAL	1,544,732	REGISTERED	06/20/1989
GOLD MEDAL	573,406	REGISTERED	04/21/1953
GOLD MEDAL	788,813	REGISTERED	04/27/1965
GOLD MEDAL (DESIGN, v1)	766,829	REGISTERED	03/17/1964
GOLD MEDAL (DESIGN, v2)	568,587	REGISTERED	12/30/1952
GOLD MEDAL (DESIGN, v3)	1,544,734	REGISTERED	06/20/1989
GOLD MEDAL (DESIGN, v4)	983,444	REGISTERED	05/07/1974
GOLD MEDAL (DESIGN, v4)	1,544,731	REGISTERED	06/20/1989
GOLD MEDAL (TRANSLATION, MEDALLA DE ORO, v1)	3,007,849	REGISTERED	10/18/2005
GOLD MEDAL CREAM OF RYE	550,922	REGISTERED	11/20/1951
GOLD MEDAL SUPERLATIVE (STYLIZED, v1)	631,875	REGISTERED	07/31/1956
GOLD MEDAL WONDRA (DESIGN, v1)	788,797	REGISTERED	04/27/1965
GOLDEN GATE	777,123	REGISTERED	09/15/1964
GOLDEN SHIELD	1,302,979	REGISTERED	10/30/1984
GOLDEN VALLEY	2,779,664	REGISTERED	11/04/2003
GROWING LOCAL LEARNING	3,890,154	REGISTERED	12/14/2010
GUSHERS	1,681,635	REGISTERED	03/31/1992
HAMBURGER HELPER	1,841,959	REGISTERED	06/28/1994
HAMBURGER HELPER	1,612,249	REGISTERED	09/04/1990
HAMBURGER HELPER	891,676	REGISTERED	05/26/1970
HAMBURGER HELPER (DESIGN, v1)	3,718,173	REGISTERED	12/01/2009
HAND (DESIGN ONLY, v3)	1,088,265	REGISTERED	03/28/1978
HARVEST KING	1,623,901	REGISTERED	11/20/1990
HEALTH NUMBER	3,663,674	REGISTERED	08/04/2009

TRADEMARK	REG. NO.	STATUS	REG. DATE
HEALTHIFIED (DESIGN, v1)	3,996,405	REGISTERED	07/19/2011
HEALTHIFY MY RECIPE	3,746,785	REGISTERED	02/09/2010
HELMET	1,390,099	REGISTERED	04/15/1986
HELPER	977,430	REGISTERED	01/22/1974
HELPER COMPLETE MEALS	3,794,550	REGISTERED	05/25/2010
HELPING HAND	1,918,186	REGISTERED	09/12/1995
HI-POWER	2,552,575	REGISTERED	03/26/2002
HOT COLORS	1,954,296	REGISTERED	02/06/1996
HOT SECRET	1,754,103	REGISTERED	02/23/1993
HOUSE (DESIGN ONLY, v1)	3,812,773	REGISTERED	07/06/2010
HOW DO YOU ROLL	3,667,727	REGISTERED	08/11/2009
I LOVE MY SCHOOL (DESIGN, v1)	3,663,659	REGISTERED	08/04/2009
INSPIRING AMERICA TO COOK AT HOME	3,804,003	REGISTERED	06/15/2010
IRON DUKE (STYLIZED, v1)	134,297	REGISTERED	08/24/1920
KING KAISER	1,623,902	REGISTERED	11/20/1990
KING WHEAT (STYLIZED, v1)	47,508	REGISTERED	11/07/1905
LET'S BAKE A MOMENT TOGETHER	3,832,791	REGISTERED	08/10/2010
LIVE GLUTEN FREELY	3,923,139	REGISTERED	02/22/2011
LONG ON FUN	3,641,100	REGISTERED	06/16/2009
MEDALLION	2,413,040	REGISTERED	12/12/2000
MEDALLION LABORATORIES	1,500,015	REGISTERED	08/09/1988
MEDALLION LABS (DESIGN, v1)	3,642,943	REGISTERED	06/23/2009
MICROWAVE SINGLES	3,152,351	REGISTERED	10/03/2006
MIX IT UP! WITH BETTY	3,894,015	REGISTERED	12/21/2010
MIX IT UP! WITH BETTY (DESIGN, v1)	3,894,033	REGISTERED	12/21/2010
MOOD MORPHERS	4,046,360	REGISTERED	10/25/2011
MOUTH MIXERS	3,607,486	REGISTERED	04/14/2009
MOUTH MORPHERS!	3,073,311	REGISTERED	03/28/2006
MYHOMETOWNHELPER.COM	3,426,213	REGISTERED	05/13/2008
MYSTERY VARIETY PACK	3,760,092	REGISTERED	03/16/2010
NATURE VALLEY	1,050,871	REGISTERED	10/19/1976
NATURE VALLEY	965,714	REGISTERED	08/07/1973
NATURE VALLEY (DESIGN, v1)	1,211,778	REGISTERED	10/05/1982
NATURE VALLEY FRUIT CRISPS	3,309,527	REGISTERED	10/09/2007
ONE BOX WONDER!	3,696,897	REGISTERED	10/13/2009
ONE POUND. ONE PAN. ONE HAPPY FAMILY.	3,286,875	REGISTERED	08/28/2007
ONE POUND. ONE PAN. ONE HAPPY FAMILY.	3,316,746	REGISTERED	10/23/2007
ONE POUND. ONE PAN. ONE TASTY MEAL.	3,865,159	REGISTERED	10/19/2010
OTHER SNACKS ARE POINTLESS	3,104,953	REGISTERED	06/13/2006
PANCAKE NATION	3,881,389	REGISTERED	11/23/2010
PINK TOGETHER	3,547,581	REGISTERED	12/16/2008
POLLYANNA	1,192,840	REGISTERED	03/30/1982
POTATO BUDS	788,805	REGISTERED	04/27/1965
POUND FOR POUND	3,664,768	REGISTERED	08/04/2009
POUND FOR POUND CHALLENGE	3,664,750	REGISTERED	08/04/2009
POWER CAT	3,299,396	REGISTERED	09/25/2007
PUNCH BERRY	3,693,804	REGISTERED	10/06/2009
PURASNOW	293,896	REGISTERED	05/10/1932
QUE RICA VIDA	3,829,741	REGISTERED	08/03/2010
QUE RICA VIDA (DESIGN, v1)	3,841,431	REGISTERED	08/31/2010
QUE RICA VIDA (DESIGN, v1)	3,938,995	REGISTERED	03/29/2011
REAL PANCAKES. REAL GOOD.	3,493,603	REGISTERED	08/26/2008

TRADEMARK	REG. NO.	STATUS	REG. DATE
RED SPOON SQUAD	4,139,816	REGISTERED	05/08/2012
REMARKABLE	1,331,133	REGISTERED	04/16/1985
RESTAURANT FAVORITES	3,670,015	REGISTERED	08/18/2009
REX ROYAL	3,970,699	REGISTERED	05/31/2011
ROLL AROUND THE WORLD	3,517,961	REGISTERED	10/14/2008
SALUTE TO SAVINGS	1,711,965	REGISTERED	09/01/1992
SALUTE TO SAVINGS	1,607,578	REGISTERED	07/24/1990
SAVE THE TRAILS	3,562,533	REGISTERED	01/13/2009
SCRATCH BAKERS' CLUB	3,819,960	REGISTERED	07/13/2010
SCREAMIN' GREEN	1,773,781	REGISTERED	05/25/1993
SHAKE 'N POUR	1,626,182	REGISTERED	12/04/1990
SHARK BITES (DESIGN, v2)	1,562,388	REGISTERED	10/24/1989
SHOW YOUR HELPING HAND	4,049,690	REGISTERED	11/01/2011
SIZZLING RED	1,772,501	REGISTERED	05/18/1993
SLENDER SENSATIONS	1,832,362	REGISTERED	04/19/1994
SPACE STATION	3,740,686	REGISTERED	01/19/2010
SPERRY	645,830	REGISTERED	05/21/1957
SPERRY BLOSSOMS (STYLIZED, v1)	172,638	REGISTERED	09/11/1923
SPLATZ	3,667,705	REGISTERED	08/11/2009
SPOON (DESIGN ONLY, v2)	3,253,702	REGISTERED	06/19/2007
SPOON (DESIGN ONLY, v2)	3,256,051	REGISTERED	06/26/2007
SPOONFULS OF STORIES	2,841,559	REGISTERED	05/11/2004
SPOONFULS OF STORIES	3,023,561	REGISTERED	12/06/2005
SPOONS INSIDE CIRCLE (DESIGN ONLY, V1)	4,046,599	REGISTERED	10/25/2011
STAY IN AND GO ALL OUT! (see notes below)	3,726,453	REGISTERED	12/15/2009
STRAWBERRY CRAZE	3,799,459	REGISTERED	06/08/2010
STRAWBERRY KIWI KICK	3,744,656	REGISTERED	02/02/2010
STRAWBERRY LEMONADE JOLT	3,386,129	REGISTERED	02/19/2008
STRAWBERRY SPLASH	1,709,429	REGISTERED	08/18/1992
STRAWBERRY SPLASH	3,749,813	REGISTERED	02/16/2010
STRAWBERRY WATERMELON RUSH	3,386,131	REGISTERED	02/19/2008
STYLIN' STRAWBERRY	3,555,012	REGISTERED	12/30/2008
SUDDENLY PASTA SALAD	2,683,505	REGISTERED	02/04/2003
SUDDENLY SALAD	1,408,814	REGISTERED	09/09/1986
SUNBERRY BURST	3,325,894	REGISTERED	10/30/2007
SUPER MOIST	1,110,636	REGISTERED	01/02/1979
SUPER MOIST (STYLIZED, v1)	1,239,624	REGISTERED	05/24/1983
SUPREME	0,072,916	REGISTERED	03/02/1909
SURELOAF	396,473	REGISTERED	07/21/1942
SWEET REWARDS	4,062,528	REGISTERED	11/29/2011
SWEET REWARDS	2,025,280	REGISTERED	12/24/1996
SWEET REWARDS	2,083,704	REGISTERED	07/29/1997
TABLESPOON	3,811,701	REGISTERED	06/29/2010
TACOBAKE	1,404,299	REGISTERED	08/05/1986
THE BIG RED COOKBOOK	2,487,666	REGISTERED	09/11/2001
THE CEREAL NATURE INTENDED	3,309,891	REGISTERED	10/09/2007
THE HELPERS	1,460,265	REGISTERED	10/06/1987
THE MIXER	3,744,696	REGISTERED	02/02/2010
THE TASTE NATURE INTENDED	3,894,555	REGISTERED	12/21/2010
TONGUE PRINTS	3,386,111	REGISTERED	02/19/2008
TREE (DESIGN ONLY, v1)	3,994,049	REGISTERED	07/12/2011
TRIHEALTHALON (DESIGN, v1)	1,401,706	REGISTERED	07/15/1986

TRADEMARK	REG. NO.	STATUS	REG. DATE
TRIPLE BERRY SHOCK	2,924,165	REGISTERED	02/01/2005
TROPICAL THRILL	3,555,011	REGISTERED	12/30/2008
TROPICAL TIE-DYE	2,555,914	REGISTERED	04/02/2002
TUNA HELPER	972,518	REGISTERED	11/06/1973
TUNA HELPER (DESIGN, V1)	3,714,842	REGISTERED	11/24/2009
WARM DELIGHTS	3,151,956	REGISTERED	10/03/2006
WASHBURN'S GOLD MEDAL	13,253	REGISTERED	04/27/1886
WATERMELON BLAST	2,133,374	REGISTERED	01/27/1998
WHEAT A LAXA	102,229	REGISTERED	01/26/1915
WICKED WEBS	3,765,347	REGISTERED	03/23/2010
WILD CHERRY ZING	3,386,130	REGISTERED	02/19/2008
WILD ONES	3,544,067	REGISTERED	12/09/2008
WILDBERRY PUNCH	3,788,940	REGISTERED	05/11/2010
WONDRA	1,510,342	REGISTERED	10/25/1988
YOUR WARM CHOCOLATE MOMENT IS JUST MINUTES AWAY	4,063,412	REGISTERED	11/29/2011

TRADEMARK	APP. NO	STATUS	APP. DATE
BETTY CROCKER	85/629,093	PENDING	05/18/2012
BETTY CROCKER	85/331,202	PENDING	05/26/2011
BETTY CROCKER (DESIGN, v7)	85/331,388	PENDING	05/26/2011
BUILDING WITH BOX TOPS	85/538,110	PENDING	02/09/2012
DOUBLE DARE BERRY	85/543,119	PENDING	02/15/2012
EVERYTHING YOU NEED	85/162,087	ALLOWED	10/27/2010
EVERYTHING YOU NEED	85/162,083	ALLOWED	10/27/2010
FOODGPS	85/155,725	ALLOWED	10/19/2010
FRUIT GUSHERS	85/632,496	PENDING	05/23/2012
FRUIT ROLL-UPS	85/631,347	PENDING	05/22/2012
GEOS	85/400,335	PENDING	08/17/2011
GLUTEN FREELY	85/088,628	ALLOWED	07/20/2010
GOLD MEDAL THE MEASURE OF QUALITY GUARANTEED PREMIUM QUALITY SINCE 1880 GOLD MEDAL (Design v1)	85/517,707	PENDING	01/17/2012
HEART TO CARD	85/486,804	PENDING	12/05/2011
HELP IS ON THE WAY	85/548,441	PENDING	02/21/2012
HIDDEN WHOLE WHEAT	85/411,430	ALLOWED	08/31/2011
LIVE BETTER AMERICA	85/509,241	PENDING	01/05/2012
MUSIC AND FLAVOR (TRANSLATION, MUSICA Y SABOR, v1)	85/456,470	PENDING	10/26/2011
NATURE AT ITS MOST DELICIOUS	85/339,634	ALLOWED	06/07/2011
NATURE VALLEY	85/300,054	ALLOWED	04/20/2011
NATURE VALLEY 100% NATURAL (DESIGN, v1)	85/544,763	PENDING	02/16/2012
QUE RICA VIDA	78/835,265	ALLOWED	03/13/2006
RECHARGE	85/202,829	PENDING	12/21/2010
SPRING-KLES	85/508,456	PENDING	01/04/2012
STAR SPANGLED	85/515,062	PENDING	01/12/2012
SUCCESS MADE SIMPLE	85/399,993	PENDING	08/17/2011
THE DOUGHMINATORS	85/277,009	ALLOWED	03/25/2011
WHERE DO YOU TAKE YOUR BAR?	85/575,708	PENDING	03/21/2012

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