

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
J.P. Morgan Europe Limited		11/02/2012	CORPORATION: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	The Weetabix Company, Inc.
Street Address:	20 Cameron Street
City:	Clinton
State/Country:	MASSACHUSETTS
Postal Code:	01510
Entity Type:	CORPORATION: DELAWARE

Name:	Barbara's Bakery, Inc.
Street Address:	3900 Cypress Drive
City:	Petaluma
State/Country:	CALIFORNIA
Postal Code:	94954
Entity Type:	CORPORATION: CALIFORNIA

Name:	Weetabix Limited
Street Address:	Burton, Latimer
City:	Kettering, Northamptonshire
State/Country:	UNITED KINGDOM
Postal Code:	NN15 5JR
Entity Type:	CORPORATION: UNITED KINGDOM

Name:	Weetabix of Canada Limited
Street Address:	P.O. Box 2020
City:	Cobourg, Ontario
State/Country:	CANADA

OP \$640.00 1335747

Postal Code:	K9A 5P5
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	1335747	NATURE'S CHOICE
Serial Number:	76416819	BARBARA'S BAKERY
Registration Number:	2119937	PUFFINS
Registration Number:	1446650	BARBARA'S
Registration Number:	1351946	JACK LA LANNE
Registration Number:	2456628	RITE LITE ROUNDS
Registration Number:	1688450	EDGE BAR
Registration Number:	1916677	SHREDDED SPOONFULS
Serial Number:	76410682	GREAT TASTE WITHOUT COMPROMISE
Registration Number:	2724948	SOYESSENCE
Registration Number:	3001395	BARBARA'S
Serial Number:	78680802	PUFFINS
Registration Number:	1416840	FRUIT CIRCLES
Registration Number:	2507516	PEANUT BUTTER DOTS
Registration Number:	2114623	APPLE CINNAMON CIRCLES
Registration Number:	2494844	COCOA SPECKLES
Registration Number:	2494840	FRUITY SPECKLES
Registration Number:	1601161	BREAKFAST GOLD
Registration Number:	1272039	GRAINFIELDS
Registration Number:	1815563	HIGH NUTRITION
Registration Number:	1653338	COCOA DOTS
Registration Number:	1293105	WEETABIX
Registration Number:	1293104	
Registration Number:	0980689	ALPEN
Registration Number:	1307332	FROM THE MAKERS OF WEETABIX

CORRESPONDENCE DATA

Fax Number: 2022204201
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 202-220-4200

Email: tmdocketdc@kenyon.com
Correspondent Name: Susan A. Smith, Esq.
Address Line 1: 1500 K Street, NW
Address Line 2: Suite 700
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	12900-2
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DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Susan A. Smith, Esq.
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Signature:	/Susan A. Smith/
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Date:	11/07/2012
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Total Attachments: 5
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RELEASE OF 2005 SECURITY INTEREST (Trademarks)

This RELEASE OF SECURITY INTEREST is dated and effective as of the 02 day of November, 2012, and is made by **J.P. Morgan Europe Limited**, a United Kingdom corporation with a principal place of business at 125 London Wall, London, EC2Y 5AJ, United Kingdom ("Releasor"), in favor of **The Weetabix Company, Inc.**, a Delaware corporation with a principal place of business at 20 Cameron Street, Clinton, Massachusetts, 01510, United States of America; **Barbara's Bakery, Inc.**, a California corporation with a principal place of business at 3900 Cypress Drive, Petaluma, California 94954, United States of America; **Weetabix Limited**, a United Kingdom corporation with a principal place of business at Burton, Latimer, Kettering, Northamptonshire, NN15 5JR, United Kingdom; and **Weetabix of Canada Limited**, a Canadian corporation with a principal place of business at Cobourg, Ontario, K9A 5P5, Canada (collectively "Releasees").

WITNESSETH:

WHEREAS, on or about December 22, 2005, Releasees granted to Releasor a lien on and security interest in and to the general intangibles of Releasees, including Releasees' trademarks as listed in Schedule A attached hereto, and certain related rights, interests and assets; and

WHEREAS, the aforementioned lien and security interest was duly reflected in a duly executed document entitled "Security Agreement," dated as of December 22, 2005 (and as amended by an amendment agreement dated January 23, 2006), among the parties hereto, which was recorded on March 15, 2006, at Reel No. 003269, Frame Nos. 0081-0140, 0149-0208, 0209-0268, and 0450-0509, of the records of the Assignment Branch of the United States Patent and Trademark Office; and

WHEREAS, for good and valuable consideration, Releasor now wishes to release the
aforementioned security interest,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of
which are hereby acknowledged,

Releasor hereby releases and discharges its lien on and security interest in and to the
intellectual property rights, assets and interests identified and described in the aforesaid
"Security Agreement," which rights and interests specifically include, without limitation, the
trademarks, trademark registrations, and applications for trademark registration set forth in
Schedule A attached hereto.

IN WITNESS WHEREOF, this Release of Security Interest is effective the date and year
above first written.

J.P. MORGAN EUROPE LIMITED

Dated: 2 November, 2012

By:


Name:

Title:

Authorised Signatory
Steven Connolly
Vice President

SCHEDULE A

Trademarks

BARBARA'S BAKERY, INC.

MARK	REG/APP. NO.	REG./APP. DATE
NATURE'S CHOICE	1,335,747	May 14, 1985
BARBARA'S BAKERY	76/416,819	June 4, 2002
PUFFINS	2,119,937	December 9, 1997
SUNFIELD	1,508,437	October 11, 1988
BARBARA'S	1,44,650	July 7, 1987
JACK LA LANNE	1,351,946	July 30, 1985
WILD PUFFS	2,895,810	October 19, 2004
RITE LITE ROUNDS	2,456,628	June 5, 2001
PRO TOUR	2,101,975	September 30, 1997
EDGE BAR	1,688,450	May 19, 1992
POCKET FRUIT	1,195,303	May 11, 1982
2 GOOD	78/316,694	October 21, 2003
SHREDDED SPOONFULS	1,916,677	September 5, 1995
GREAT TASTE WITHOUT COMPROMISE	76/410,682	May 21, 2002
SOYESSENCE	2,724,948	June 10, 2003
GO GO GRAHAMS	2,877,257	August 24, 2004
BARBARA'S	3,001,395	September 27, 2005
PUFFINS	78/664,382	July 6, 2005
PUFFINS	78/680,802	July 28, 2005

THE WEETABIX COMPANY, INC.

MARK	REG/APP. NO.	REG./APP. DATE
FRUIT CIRCLES	1,416,840	November 11, 1986
GOLDEN CORN BLOSSOMS	78/055,697	March 29, 2001
FRUITIBIX	2,646,766	November 5, 2002
BANANABIX	2,646,765	November 5, 2002
BANANA CRUNCHY DELIGHT	2,550,838	March 19, 2002
PEANUT BUTTER DOTS	2,507,516	November 13, 2001
MINIBIX	2,402,586	November 7, 2000
APPLE CINNAMON CIRCLES	2,114,623	November 18, 1997
DISTINCTLY LITE	2,080,123	July 15, 1997
CRANBERRY CRUNCHY DELIGHT	2,508,059	November 13, 2001
COCOA SPECKLES	2,494,844	October 2, 2001
FRUITY SPECKLES	2,494,840	October 2, 2001
CORN CRAZIES	2,796,002	December 16, 2003
BREAKFAST GOLD	1,601,161	June 12, 1990
ORGANIC GOLD	78/252,271	May 20, 2003
FRUIT DOTS	1,550,379	August 1, 1989
GRAINFIELD'S	1,272,039	March 27, 1984
HIGH NUTRITION	1,815,563	January 4, 1994
COCOA DOTS	1,653,338	August 6, 1991
DULCITA	1,548,520	July 18, 1989

WEETABIX LIMITED

MARK	REG/APP. NO.	REG./APP. DATE
WEETABIX	1,293,105	September 4, 1984
Grain Design	1,293,104	September 4, 1984
ALPEN	0,980,689	March 19, 1974
FROM THE MAKERS OF WEETABIX	1,307,332	November 27, 1984

WEETABIX OF CANADA LIMITED

MARK	REG/APP. NO.	REG./APP. DATE
GRAINWORKS	2,803,582	January 6, 2004
GRAIN SHOP	2,505,293	November 6, 2001