

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 \$815.00 1446650

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

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Registration Number:	1446650	BARBARA'S
Registration Number:	3001395	BARBARA'S
Registration Number:	3454191	BARBARA'S BAKERY
Registration Number:	3912151	BARBARA'S ALL NATURAL SINCE 1971
Registration Number:	3974218	BARBARA'S ALL NATURAL SINCE 1971 PETALUMA, CALIFORNIA
Registration Number:	3858317	HOLE 'N OATS
Registration Number:	1335747	NATURE'S CHOICE
Registration Number:	2119937	PUFFINS
Registration Number:	3106934	PUFFINS
Registration Number:	3929709	PUFFIN PUFFS
Registration Number:	3920861	
Registration Number:	2456628	RITE LITE ROUNDS
Registration Number:	1916677	SHREDDED SPOONFULS
Registration Number:	4041760	SNACKIMALS
Registration Number:	3544662	ULTIMA
Registration Number:	0980689	ALPEN
Registration Number:	1307332	FROM THE MAKERS OF WEETABIX
Registration Number:	1293104	
Registration Number:	1293105	WEETABIX
Registration Number:	3470180	WEETAFLAKES
Registration Number:	3162576	GRAINSHOP
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:	1653338	COCOA DOTS
Registration Number:	1272039	GRAINFIELDS

Registration Number:	1815563	HIGH NUTRITION
Registration Number:	3470960	WEETASPACE
Registration Number:	3565592	A CEREAL AS UNIQUE AS YOU ARE

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

DOMESTIC REPRESENTATIVE

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

NAME OF SUBMITTER: Susan A. Smith, Esq.

Signature: /Susan A. Smith/

Date: 11/07/2012

Total Attachments: 5
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RELEASE OF 2011 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 November 22, 2011, 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 November 22, 2011, among the parties hereto, which was recorded on December 12, 2011, at Reel No. 004676, Frame Nos. 0873 - 0928, 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.

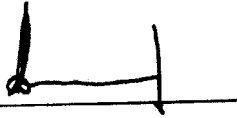
J.P. MORGAN EUROPE LIMITED

Dated: 2 November, 2012

By:

Name:

Title:


Authorized Signatory
Steven Connolly
Vice President

SCHEDULE A

Trademarks

BARBARA'S BAKERY, INC.

MARK	REG/APP. NO.	REG./APP. DATE
BARBARA'S & Design	1,446,650	July 7, 1987
BARBARA'S	3,001,395	September 27, 2005
BARBARA'S BAKERY & Design	3,454,191	June 4, 2002
BARBARA'S ALL NATURAL SINCE 1971 & Design	3,912,151	January 25, 2011
BARBARA'S ALL NATURAL SINCE 1971 & Design	3,974,218	June 7, 2011
HOLE 'N OATS	3,858,317	October 5, 2010
NATURE'S CHOICE	1,335,747	May 14, 1985
PUFFINS	2,119,937	December 9, 1997
PUFFINS	3,106,934	June 20, 2006
PUFFIN PUFFS	3,929,709	March 8, 2011
Puffin Design	3,920,861	February 15, 2011
RITE LITE ROUNDS	2,456,628	June 5, 2001
SHREDDED SPOONFULS	1,916,677	September 5, 1995
SNACKIMALS	4,041,760	October 18, 2011
ULTIMA	3,544,662	December 9, 2008

WEETABIX LIMITED

MARK	REG/APP. NO.	REG./APP. DATE
ALPEN	0,980,689	March 19, 1974
FROM THE MAKERS OF WEETABIX	1,307,332	November 27, 1984
Grain Design	1,293,104	September 4, 1984
MINIBIX	3,572,835	February 10, 2009
OATIBIX	3,537,315	November 20, 2007
WEETABIX	1,293,105	September 4, 1984
WEETABIX MINIS	3,708,766	November 21, 2007
WEETAFLAKES	3,470,180	July 22, 2006

WEETABIX OF CANADA LIMITED

MARK	REG/APP. NO.	REG./APP. DATE
GRAINSHOP	3,162,576	October 24, 2006
GRAIN SHOP	2,505,293	November 6, 2001

THE WEETABIX COMPANY, INC.

MARK	REG/APP. NO.	REG./APP. DATE
FRUIT CIRCLES	1,416,840	November 11, 1986
PEANUT BUTTER DOTS	2,507,516	November 13, 2001
APPLE CINNAMON CIRCLES	2,114,623	November 18, 1997
COCOA SPECKLES	2,494,844	October 2, 2001
FRUITY SPECKLES	2,494,840	October 2, 2001
BREAKFAST GOLD	1,601,161	June 12, 1990
COCOA DOTS	1,653,338	August 6, 1991
GRAINFIELD'S	1,272,039	March 27, 1984
HIGH NUTRITION	1,815,563	January 4, 1994
WEETASPACE	3,470,960	July 22, 2008
A CEREAL AS UNIQUE AS YOU ARE	3,565,592	January 20, 2009