

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
	The Treadstone Group		01/05/2013
			Entity Type
			CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	The Quaker Oats Company		
Street Address:	555 West Monroe Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60661		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4238945	PERFECT PORTION
CORRESPONDENCE DATA			
Fax Number:	3128211316		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3128211408		
Email:	janet.silverberg@pepsico.com		
Correspondent Name:	Janet Silverberg		
Address Line 1:	555 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	QUAKER CAP		
NAME OF SUBMITTER:	Janet Silverberg		
Signature:	/janet silverberg/		
Date:	01/09/2013		
Total Attachments: 1 source=Perfect Portion Treadstone to TQOC 20121119#page1.tif			

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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT, effective as of November 19, 2012 (the "Assignment"), is made by The Treadstone Group, Inc., with a place of business at 3272 Lakeshore Road South, Denver, North Carolina 28037 ("Assignor") to The Quaker Oats Company with a place of business at 555 West Monroe Street, Chicago, Illinois 60661 ("Assignee").

WHEREAS, Assignor owns the trademark PERFECT PORTION (Registration Number 4,238,945) which has been used in connection with a bread and rolls (the "Trademark"); and

WHEREAS, Assignor has agreed to sell, assign, transfer and convey to Assignee all of Assignor's right, title and interest in and to the Trademark and the goodwill associated with the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby takes the following actions and makes the following agreements:

1. Assignor hereby sells, assigns, transfers and conveys to Assignee, free and clear of all liens and encumbrances, Assignor's entire right, title and interest in and to the Trademark together with the goodwill associated with the use of and symbolized by the Trademark. Further, Assignor hereby assigns, transfers and sets over unto Assignee, Assignor's rights, if any, to sue for and to collect damages, profits and other relief for any past infringement of the Trademark.

2. At the request of Assignee, Assignor shall execute and deliver to Assignee any and all additional documents as Assignee may reasonably require to vest title to the Trademark in Assignee and/or to carry out the intent of this Assignment.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment, effective as of the day and year first above written.

THE TREADSTONE GROUP

Signature: Ross D. Bulla

Title: PRESIDENT

(SEAL)

STATE OF North Carolina

COUNTY OF Mecklenburg APK FDB

On January 5, 2013, before me Andrea Friese a Notary Public, personally appeared Ross D. Bulla, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person or the entity upon behalf of which he acted, executed this instrument.

WITNESS my hand and official seal.

[Signature]
Notary Public
Comm exp Oct 6, 2015

TRADEMARK