

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.		05/06/2013	CORPORATION: DELAWARE

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: 10

Property Type	Number	Word Mark
Registration Number:	4246121	SWEET REWARDS
Serial Number:	85699263	SUPERLATIVE
Registration Number:	4165925	EVERYTHING YOU NEED
Serial Number:	85693368	QUE RICA VIDA
Serial Number:	85635183	FRUITSNACKIA
Registration Number:	4288985	BISQUICK REMIX
Serial Number:	85663665	BETTY'S FAVORITES
Serial Number:	85674814	STRAWBERRY ISLAND SPLASH
Registration Number:	4295763	BRIDGE TO BREAKFAST
Serial Number:	85703913	CENTER STAGE PUNCH

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.

CH \$265.00 4246121

Phone: 763-764-5524
Email: trade.marks@genmills.com
Correspondent Name: Joshua J. Burke
Address Line 1: Number One General Mills Boulevard
Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:	Ruth M. Meger
Signature:	/RM Meger/
Date:	05/08/2013
Total Attachments: 2 source=assign#page1.tif source=assign#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is executed by the undersigned on this 6 day of May, 2013, 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.

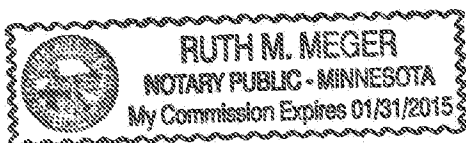
GENERAL MILLS, INC.

[Handwritten signature of Trevor V. Gunderson]

By: Trevor V. Gunderson
Title: Secretary

STATE OF MINNESOTA)
) SS
COUNTY OF HENNEPIN)

On this 6th day of May, 2013, before me, a Notary Public for the State of Minnesota, personally appeared Trevor V. Gunderson, 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.



[Handwritten signature of Ruth M. Meger]
Notary Public

SCHEDULE A

Trademark	Registration Number/Serial Number	Registration Date
SWEET REWARDS	4,246,121	11/20/2012
SUPERLATIVE	85/699,263	
EVERYTHING YOU NEED	4,165,925	6/26/2012
QUE RICA VIDA	85/693,368	
FRUITSNACKIA	85/635,183	
BISQUICK REMIX (DESIGN, v1)	4,288,985	2/12/2013
BETTY'S FAVORITES	85/663,665	
STRAWBERRY ISLAND SPLASH	85/674,814	
BRIDGE TO BREAKFAST	4,295,763	
CENTER STAGE PUNCH	85/703, 913	