

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Barclays Bank PLC, as Administrative Agent		07/18/2013	Public Limited Company: UNITED KINGDOM

**RECEIVING PARTY DATA**

<b>Name:</b>	Attune Foods, LLC
<b>Street Address:</b>	2503 S. Hanley Road
<b>City:</b>	St. Louis
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63144
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Serial Number:	74168909	SWEET HOME FARM
Serial Number:	75155337	VALLEY CREEK FARMS
Serial Number:	76362596	PEACE CEREAL
Serial Number:	77663288	GRANOLA CRISPS
Serial Number:	77682604	FRESH STRAWBERRY CRUNCH
Serial Number:	77682613	MOUNTAIN BLUEBERRY FLAX
Serial Number:	85419440	OREGON'S FINEST · EST. 1973 WILLAMETTE V

**CORRESPONDENCE DATA**

Fax Number: 3146127874  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Phone: 314-444-7600  
 Email: tbranson@lewisrice.com  
 Correspondent Name: Terri Branson  
 Address Line 1: 600 Washington Ave., Suite 2500

OP \$190.00 74168909

Address Line 2: Lewis, Rice & Fingersh, L.C.  
Address Line 4: St. Louis, MISSOURI 63101

ATTORNEY DOCKET NUMBER:	118017.58941
NAME OF SUBMITTER:	Terri Branson
Signature:	/Terri Branson/
Date:	07/25/2013

Total Attachments: 11  
source=Post -- Release of Security Interest in Intellectual Property Collateral #page1.tif  
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**RELEASE OF SECURITY INTEREST IN  
INTELLECTUAL PROPERTY COLLATERAL**

This RELEASE, dated as of July 18, 2013, is made by BARCLAYS BANK PLC, as Administrative Agent (the "Administrative Agent") under that certain Credit Agreement, dated as of February 3, 2012, between Post Holdings, Inc. and Administrative Agent (as amended, restated, supplemented, replaced or otherwise modified from time to time, the "Credit Agreement").

**WITNESSETH**

WHEREAS, pursuant to the Credit Agreement, Post Foods, LLC ("Post Foods") executed that certain Intellectual Property Security Agreement dated February 3, 2012 (the "Intellectual Property Security Agreement") and recorded with the U.S. Patent and Trademark Office on February 3, 2012 at Reel/Frame Nos. 27650/0204 and 4709/0854 and with the U.S. Copyright Office on February 7, 2012 at V3612 D941, pursuant to which the Post Foods granted to the Administrative Agent a security interest in and to all of its right, title and interest in and to the Intellectual Property Collateral (as defined in the Intellectual Property Security Agreement).

WHEREAS, pursuant to the Credit Agreement and that certain Assumption Agreement dated May 28, 2013, Attune Foods, LLC ("Attune Foods") executed that certain After-Acquired Intellectual Property Security Agreement (First Supplemental Filing) dated May 28, 2013 (the "First Supplemental Filing") and recorded with the U.S. Patent and Trademark Office on June 20, 2013 at Reel/Frame Nos. 30663/0635 and 5052/0308, pursuant to which Attune Foods granted to the Administrative Agent a security interest in and to all of its right, title and interest in and to the Intellectual Property Collateral (as defined in the First Supplemental Filing).

WHEREAS, pursuant to the Credit Agreement, Post Foods executed that certain After-Acquired Intellectual Property Security Agreement (Second Supplemental Filing) dated June 28, 2013 (the "Second Supplemental Filing") and recorded with the U.S. Patent and Trademark Office on July 3, 2013 at Reel/Frame No. 5063/0457, pursuant to which Post Foods granted to the Administrative Agent a security interest in and to all of such its right, title and interest in and to the Intellectual Property Collateral (as defined in the Second Supplemental Filing).

WHEREAS, Post Foods and Attune Foods has requested that the Administrative Agent release its security interest on all of its right, title and interest in and to its Intellectual Property Collateral.

NOW, THEREFORE, the Administrative Agent hereby DISCHARGES, TERMINATES and RELEASES, without recourse its security interest on all of its right, title and interest in and to the Intellectual Property Collateral, including the patents, patent applications, trademark registrations, trademark applications, and copyright registrations set forth in Schedule I, attached hereto and incorporated herein by reference, and agrees that all the security interest in the Intellectual Property Collateral are hereby discharged, terminated and released and hereby transfers and assigns to Post Foods and Attune Foods any and all right, title and interest that the Administrative Agent may have obtained in, to and under the Intellectual Property Collateral under the Intellectual Property Security Agreement, the First Supplemental Filing, and the Second Supplemental Filing.

The Administrative Agent agrees to provide Post Foods and Attune Foods with any information and additional authorization reasonably necessary to effect the release of the Administrative Agent's security interest in the Intellectual Property Collateral.

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

BARCLAYS BANK PLC

By: 

Name: Sumie Glass

Title: Vice President

SCHEDULE I  
to  
RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL

See Attached.

Sch. I - 1

NY\5890455.1

039269-0238

**TRADEMARK**  
**REEL: 005078 FRAME: 0753**

PATENTS - COPYRIGHT

<u>Owner</u>	<u>Title</u>	<u>Filing Date</u>	<u>Registration Date</u>	<u>Status</u>	<u>Application No.</u>	<u>Registration No.</u>
Post Foods, LLC	Sugar Bear with Bowl of Cereal Design (retro)	Aug. 11, 2010	Aug. 11, 2010	Registered		VA 1-733-269
Post Foods, LLC	Sugar Bear with Spoon (retro)	Aug. 11, 2010	Aug. 11, 2010	Registered		VA 1-733-275
Post Foods, LLC	Sugar Bear with Spoon and Sweater (retro)	Aug. 11, 2010	Aug. 11, 2010	Registered		VA 1-733-278
Post Foods, LLC	Sugar Bear with "VITAMIN POWERED" Sweater and Cereal Pieces (retro)	Aug. 11, 2010	Aug. 11, 2010	Registered		VA 1-733-291
Post Foods, LLC	Sugar Bear with "SUGAR BEAR" Sweater and Cereal Pieces (retro)	Aug. 11, 2010	Aug. 11, 2010	Registered		VA 1-733-294
Post Foods, LLC	Sugar Bear with "S B" Sweater and Bowl of Cereal	Aug. 11, 2010	Aug. 11, 2010	Registered		VA 1-733-298
Post Foods, LLC	Sugar Bear with "S B" Sweater and Hands on Hips	Aug. 11, 2010	Aug. 11, 2010	Registered		VA 1-733-272
Post Foods, LLC	Sugar Bears on a Unicycle	Aug. 17, 2010	Aug. 17, 2010	Registered		VA 1-733-761

PATENTS							
<u>Country</u>	<u>Owner</u>	<u>Title</u>	<u>Filing Date</u>	<u>Issue Date</u>	<u>Status</u>	<u>Application No.</u>	<u>Registration No.</u>
US	Post Foods, LLC	Cereal Cooker Control Method and Apparatus	Sept. 10, 1993	Apr. 04, 1995	Granted	08/120042	5403603
US	Post Foods, LLC	Puffed Cereal Piece	Aug. 18, 1998	May 11, 1999	Granted	D/092390	D409355
US	Post Foods, LLC	Puffed Cereal Piece	Aug. 18, 1998	Jan. 11, 2000	Granted	D/092417	D418658
US	Post Foods, LLC	Five Lobed Puffed Cereal Piece	Oct. 17, 2000	Jul. 03, 2001	Granted	D/131240	D444290
US	Post Foods, LLC	Three Lobed Puffed Cereal Piece	Oct. 17, 2000	Aug. 28, 2001	Granted	D/131221	D446905
US	Post Foods, LLC	Cereal Ingredient Application Process	Jun. 21, 2001	Jul. 15, 2003	Granted	09/886728	6592920
US	Post Foods, LLC	Cereal Agglomeration Process and Agglomerated Cereal Product	Aug. 09, 2002	Oct. 05, 2004	Granted	10/215672	6800310
US	Post Foods, LLC	Fiber-Containing Rice-Based Cereals and Methods of Preparation	Sept. 06, 2005	Jun. 22, 2010	Granted	11/219928	7740894

CountryName	TrademarkName	OwnerName	TrademarkStatus	AppNumber	FileDate	RegNumber	RegDate
United States of America	POST FAMILY FAVORITES	Post Foods, LLC	Pending	85/466906	08-Nov-2011		
United States of America	FAMILY FAVORITES	Post Foods, LLC	Pending	85/466914	08-Nov-2011		
United States of America	ROOTED IN GOODNESS	Post Foods, LLC	Pending	85/481654	28-Nov-2011		
United States of America	HONEY BUNCHES OF OATS BOOST	Post Foods, LLC	Pending	85/487032	05-Dec-2011		
United States of America	GRAPE-NUTS	Post Foods, LLC	Registered	70/031689	31-Jan-1898	31689	14-Jun-1898
United States of America	ALPHA-BITS	Post Foods, LLC	Registered	72/018424	30-Oct-1956	649823	06-Aug-1957
United States of America	GRAPE-NUTS	Post Foods, LLC	Registered	77/021886	16-Oct-2006	3291421	11-Sep-2007
United States of America	BLUEBERRY MORNING	Post Foods, LLC	Registered	74/285179	12-Jun-1992	1868944	20-Dec-1994
United States of America	WHOLE GRAIN CRUNCH	Post Foods, LLC	Registered	78/505154	25-Oct-2004	3319631	23-Oct-2007
United States of America	CINNA-GRAHAM	Post Foods, LLC	Registered	77/398280	15-Feb-2008	3613505	28-Apr-2009
United States of America	Design (Waffle Character)	Post Foods, LLC	Registered	78/271990	09-Jul-2003	2924364	01-Feb-2005
United States of America	Design (Bear)	Post Foods, LLC	Registered	74/651408	24-Mar-1995	1956334	13-Feb-1996
United States of America	WAFFLE CRISP	Post Foods, LLC	Registered	74/261057	31-Mar-1992	2042138	04-Mar-1997
United States of America	TOASTIES	Post Foods, LLC	Registered	71/052075	03-Oct-1910	80493	27-Dec-1910
United States of America	WAFFLICIOUS	Post Foods, LLC	Registered	75/150616	15-Aug-1996	2122437	16-Dec-1997
United States of America	TRAIL MIX CRUNCH	Post Foods, LLC	Registered	78/573373	23-Feb-2005	3392854	04-Mar-2008
United States of America	GREAT GRAINS	Post Foods, LLC	Registered	74/007976	01-Dec-1989	1658705	24-Sep-1991
United States of America	HEALTHY CLASSICS	Post Foods, LLC	Registered	78/466587	12-Aug-2004	3105054	13-Jun-2006
United States of America	HONEY BUNCHES OF OATS and Design	Post Foods, LLC	Registered	75/436195	18-Feb-1998	2293543	16-Nov-1999
United States of America	HONEY BUNCHES OF OATS	Post Foods, LLC	Registered	78/671080	15-Jul-2005	3111876	04-Jul-2006
United States of America	GREAT GRAINS	Post Foods, LLC	Registered	73/669838	02-Jul-1987	1506192	27-Sep-1988
United States of America	SUGAR BEAR and Design	Post Foods, LLC	Registered	73/652900	03-Apr-1987	1474373	26-Jan-1988
United States of America	HONEY BUNCHES OF OATS	Post Foods, LLC	Registered	73/797378	02-May-1989	1575358	02-Jan-1990
United States of America	HONEYCOMB	Post Foods, LLC	Registered	72/222480	01-Jul-1965	818779	15-Nov-1966
United States of America	SHREDDIES	Post Foods, LLC	Registered	74/157819	16-Apr-1991	1870707	27-Dec-1994
United States of America	SPOON SIZE	Post Foods, LLC	Registered	72/214281	16-Mar-1954	818768	15-Nov-1966
United States of America	GRAPE-NUTS O'S	Post Foods, LLC	Registered	76/095045	24-Jul-2000	2552027	26-Mar-2002
United States of America	GO BIG FOR THE PLANET	Post Foods, LLC	Registered	85/080197	08-Jul-2010	3971935	31-May-2011
United States of America	SUGAR BEAR and Design	Post Foods, LLC	Registered	85/105134	11-Aug-2010	3944004	12-Apr-2011
United States of America	HONEY BUNCHES OF OATS JUST BUNCHES	Post Foods, LLC	Registered	77/224499	09-Jul-2007	3599296	31-Mar-2009
United States of America	TRAIL MIX CRUNCH	Post Foods, LLC	Registered	77/021879	16-Oct-2006	3291420	11-Sep-2007
United States of America	SPOON-O-GRAM	Post Foods, LLC	Registered	77/086286	19-Jan-2007	3550739	23-Dec-2008
United States of America	SUGAR BEAR and Design	Post Foods, LLC	Registered	85/105141	11-Aug-2010	3944006	12-Apr-2011
United States of America	POST SELECTS	Post Foods, LLC	Registered	75/512780	02-Jul-1998	2347686	02-May-2000
United States of America	POST and Design	Post Foods, LLC	Registered	73/016074	15-Mar-1974	1010525	13-May-1975
United States of America	SUGAR BEAR and Design	Post Foods, LLC	Registered	74/478275	10-Jan-1994	1890039	18-Apr-1995
United States of America	ONE SPOONFUL IS ALL IT TAKES	Post Foods, LLC	Registered	78/972231	12-Sep-2006	3413522	15-Apr-2008
United States of America	POST	Post Foods, LLC	Registered	72/027201	29-Mar-1957	655328	03-Dec-1957
United States of America	POST EAT 2 LOSE 10 PLAN	Post Foods, LLC	Registered	78/752363	11-Nov-2005	3231569	17-Apr-2007
United States of America	Design (Honeycomb)	Post Foods, LLC	Registered	75/640984	16-Feb-1999	2316631	08-Feb-2000
United States of America	SUGAR BEAR and Design	Post Foods, LLC	Registered	74/651407	24-Mar-1995	1957823	20-Feb-1996
United States of America	ALPHA-BITS	Post Foods, LLC	Registered	77/288037	25-Sep-2007	3426646	13-May-2008
United States of America	JUST BUNCHES!	Post Foods, LLC	Registered	77/463149	01-May-2008	3568555	27-Jan-2009



United States of America	SUGAR BEAR	Post Foods, LLC	Registered	74/697594	06-Jul-1995	1991141	06-Aug-1996
United States of America	CHERRY ALMOND CRUNCH	Post Foods, LLC	Registered	77/685008	06-Mar-2009	3797054	01-Jun-2010
United States of America	POST TOASTIES CORN FLAKES	Post Foods, LLC	Registered	77/778479	10-Jul-2009	3797438	01-Jun-2010
United States of America	POST MINI CINNAMON CHURROS	Post Foods, LLC	Registered	85/047055	25-May-2010	3959714	10-May-2011
United States of America	POST GRANT FOR GOOD HEALTH and Design	Post Foods, LLC	Registered	77/943766	24-Feb-2010	3905675	11-Jan-2011
United States of America	BANANA NUT CRUNCH	Post Foods, LLC	Registered	74/211504	08-Oct-1991	1811629	14-Dec-1993
United States of America	BAKE IN GOOD HEALTH	Post Foods, LLC	Registered	74/319833	01-Oct-1992	1771713	18-May-1993
United States of America	GOLDEN CRISP	Post Foods, LLC	Registered	74/265571	13-Apr-1992	1781609	13-Jul-1993
United States of America	GRAPE-NUTS	Post Foods, LLC	Registered	71/052074	03-Oct-1910	80492	27-Dec-1910
United States of America	GRAPE-NUTS (Stylized)	Post Foods, LLC	Registered	71/004101	03-May-1905	51153	03-Apr-1906
United States of America	CRANBERRY ALMOND CRUNCH	Post Foods, LLC	Registered	74/656528	05-Apr-1995	2041210	25-Feb-1997
United States of America	CAN'T GET ENOUGH OF THAT...GOLDEN CRISP	Post Foods, LLC	Registered	74/565082	24-Aug-1994	1998677	03-Sep-1996
United States of America	POST (Stylized and/or Design)	Post Foods, LLC	Pending	85/521553	20-Jan-2012		
United States of America	ROCKS YOUR WHOLE MOUTH	Post Foods, LLC	Registered	85/015655	16-Apr-2010	4032384	27-Sep-2011
United States of America	BOULDERS	Ralcorp Holdings, Inc.	Allowed	85/117480	27-Aug-2010		
United States of America	POST NATURAL ADVANTAGE	Post Foods, LLC	Registered	85/310734	03-May-2011	4082928	10-Jan-2012
United States of America	PICK UP A FRESHLY BAKED BOX	Post Foods, LLC	Registered	78/493340	01-Oct-2004	3134103	22-Aug-2006
United States of America	BOWLS OF HOPE	Post Foods, LLC	Pending	85/471801	14-Nov-2011		

## PATENTS

Title	Application #	Patent #	Country	Status
FLAKE CEREAL OR CHIP AND METHOD FOR MAKING SAME	12/021,661	8,361,528	US	Issued
FLAKE CEREAL OR CHIP AND METHOD FOR MAKING SAME	13/752,305	n/a	US	Pending
GRANOLA FLAKE CEREAL OR CHIP AND METHOD FOR MAKING SAME	60/887,113	n/a	US	Inactive

## TRADEMARKS

Mark Name	Country	Status	Appl. No.	Reg. No.
FRESH STRAWBERRY CRUNCH	US	Registered	77/682,604	3,773,207
GRANOLA CRISPS	US	Registered (Supp Reg)	77/663,288	3,801,316
MOUNTAIN BLUEBERRY FLAX	US	Registered (Supp Reg)	77/682,613	3,726,867
OREGON'S FINEST EST. 1973 WILLAMETTE VALLEY GRANOLA COMPANY & Design (intent-to-use Application)	U.S.	Statement of Use accepted by USPTO on May 10, 2013; application approved for registration; registration will be granted in due course	85/419,440	
PEACE CEREAL	US	Registered	76/362,596	2,642,793
SWEET HOME FARM	US	Registered	74/168,909	1,735,778
VALLEY CREEK FARMS	US	Registered	75/155,337	2,093,069
PEACE CEREAL	CAN	Registered	1281982	TMA683,523

TRADEMARKS

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Status</u>	<u>Application Filing Date</u>	<u>Date of Registration</u>	<u>App. Ser. Number</u>	<u>Registration Number</u>
Erewhon	US	Registered	06/19/06	04/17/07	78911342	3229842
Attune	US	Registered	06/19/06	08/28/07	78911772	3287144
Attune	US	Registered	02/06/06	11/13/07	78808468	3336806
Erewhon Strawberry Crisp	US	Registered	12/04/08	08/18/09	77626178	3668808
New Morning	US	Registered	03/06/07	10/23/07	77122976	3316957
Attune Probiotics Good for Life and Design	US	Allowed	04/02/08		77438194	
	US	Abandoned	12/04/06	01/22/08	77056704	3373610
New Morning	US	Registered	06/01/00	03/11/03	76061269	2694473
Cocotion	US	Registered	04/17/97	01/19/99	75276894	2219627
Rice Twice	US	Registered	04/07/95	11/19/96	74660270	2018382
Uncle Sam	US	Registered	02/08/94	02/14/95	74488212	1878790
Erewhon	US	Registered	03/22/91	06/16/92	74150127	1694682
Erewhon	US	Registered	03/01/91	07/21/92	74143426	1701981
Aztec	US	Registered	08/08/88	04/25/89	73744842	1536604
New Morning	US	Registered	04/20/87	12/29/87	73656158	1470855
Fruit-E-O'S	US	Registered	07/21/86	09/29/87	73610622	1459416
Barley Plus	US	Registered	06/02/86	12/16/86	73601664	1421349
Erewhon & design	US	Registered	05/21/84	04/30/85	73481103	1333486
Oatios	US	Registered	05/14/84	02/03/87	73480149	1427655
Erewhon	US	Registered	07/03/72	10/02/73	72429054	0969721
Uncle Sam	US	Allowed	04/05/11		85287106	
Attune Foods	US	Published	01/05/11		85210879	
Attune	Canada	Registered	10/02/08	04/08/13	1413119	TMA647858
Attune	EU	Registered	10/02/08	06/26/09	007316185	007316185
Attune	Japan	Registered	10/02/08	10/22/10	2008080468	5362222
Attune Logo	EU	Registered	08/26/08	05/24/09	007230154	007230154

Attune Logo	Japan	Registered	08/26/08	03/27/09	2008069970	5218367
New Morning	Canada	Registered	09/20/07	07/16/10	1364469	TMA772119
Erewhon	Canada	Registered	07/31/03	02/16/05	1186195	TMA632884
Erewhon	Canada	Registered	01/02/1973	12/14/1973	0360036	TMA196171
Barley Plus	Canada	Registered	12/15/86	07/15/88	0574730	TMA342655
Aztec	Canada	Registered	11/28/89	1/11/91	0645809	TMA378194
U.S. Mills	EU	Registered	09/13/96	10/15/98	000357319	000357319
Uncle Sam	Canada	Registered	07/21/94	06/30/95	0759916	TMA444812
Uncle Sam	Mexico	Registered	07/26/94	04/08/97	206490	545881
Uncle Sam	Saudi Arabia	Registered	08/31/94	10/04/96	26318	38569
Rice Twice	Canada	Registered	05/15/96	07/29/97	81279B	TMA479120
Oats Plus	Canada	Registered	01/27/99	08/15/00	1001601	TMA531177