

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
Kellogg North America Company		02/03/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kashi Company		
Street Address:	One Kellogg Square		
Internal Address:	PO Box 3599		
City:	Battle Creek		
State/Country:	MICHIGAN		
Postal Code:	49016-3599		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86038848	SIMPLY MAIZE	
CORRESPONDENCE DATA			
Fax Number:	3124568435		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312.456.8400		
Email:	chiipmail@gtlaw.com, matthewsk@gtlaw.com		
Correspondent Name:	Jeffrey P Dunning, Greenberg Traurig LLP		
Address Line 1:	77 W. Wacker Drive		
Address Line 2:	Suite 3100		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	126968.019000		
NAME OF SUBMITTER:	Jeffrey P. Dunning		
Signature:	/Jeffrey P. Dunning/		

CH \$40.00 86038848

Date:

02/07/2014

Total Attachments: 2

source=SIMPLY MAIZE assign#page1.tif

source=SIMPLY MAIZE assign#page2.tif

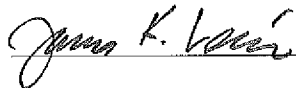
TRADEMARK ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which are hereby acknowledged, **Kellogg North America Company** a Delaware corporation with its address at One Kellogg Square, P.O. Box 3599, Battle Creek, Michigan, 49016-3599 (hereinafter referred to as "ASSIGNOR") hereby transfers, assigns, and conveys to **Kashi Company**, a California corporation, having a principal place of business at One Kellogg Square, P.O. Box 3599, Battle Creek, Michigan, 49016-3599 (hereinafter referred to as "ASSIGNEE"), ASSIGNOR's entire right, title and interest in and to, the trademarks, service marks and trade names, together with the goodwill respectively symbolized thereby, as well as any and all trademark/service mark applications and registrations, associated therewith, all as collectively listed on Schedule A attached hereto and made a part hereof; together with all renewals thereof; all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past or future infringements thereof; and any and all United States trademark (or service mark) registrations which may issue on same in the future. Together with ASSIGNOR's entire right, title and interest in, as well as the goodwill of the business associated with, the above trademark, service mark and trade name rights being assigned to ASSIGNEE, are any and all rights and privileges in the United States associated with same, including the right to sue for any and all past infringements which may have occurred at any time up to the date of this Agreement.

ASSIGNOR agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer of trademark, service mark and trade name rights or to maintain said registration before the United States Patent and Trademark Office at ASSIGNEE's expense, as well as to cooperate with ASSIGNEE in obtaining and/or providing information required in any proceedings relating to said trademark, service mark and trade name.

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to issue any and all additional trademark and service mark registrations or amended registrations that have been or may be granted upon any application or petition for same, to ASSIGNEE, its successors and/or assigns.

Kellogg North America Company

By: 

Printed Name: James K. Lewis

Title: Assistant Secretary

SCHEDULE A

Mark	Country	Application No.	Application Date
SIMPLY MAIZE	United States	86/038,848	08/15/2013