

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM314962

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Quaker Oats Company		08/01/2014	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Post Foods, LLC		
Street Address:	c/o Post Holdings, Inc.		
Internal Address:	2503 S. Hanley Road		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63144		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4317237	OHIS	
Registration Number:	1346565	OHIS	
Registration Number:	1545526	GOOD THINGS IN THE MIDDLE	
Registration Number:	1437465	OH'S GOOD THINGS IN THE MIDDLE	
CORRESPONDENCE DATA			
Fax Number:	3146121301		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-444-7600		
Email:	ipdept@lewisrice.com		
Correspondent Name:	Emily K. Bardon		
Address Line 1:	Lewis, Rice & Fingersh, L.C.		
Address Line 2:	600 Washington Avenue, Suite 2500		
Address Line 4:	St. Louis, MISSOURI 63101		
NAME OF SUBMITTER:	Emily K. Bardon		
SIGNATURE:	/ekb/		
DATE SIGNED:	08/22/2014		
Total Attachments: 4			

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Assignment of Trademarks

This Assignment of Trademarks, dated as of August 1, 2014, is being entered into by and between THE QUAKER OATS COMPANY, a New Jersey corporation (“Assignor”), and POST FOODS, LLC, a Delaware limited liability company (“Assignee”).

ASSIGNOR is the owner of all right, title and interest in and to the trademarks listed in Annex A (the “Trademarks”).

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, hereby sells, conveys, transfers, assigns and delivers to Assignee all right, title and interest in, to and under, in each case, in the United States only, the Trademarks and the goodwill associated therewith.

Assignor further agrees to execute and deliver such additional documents as may be necessary or desirable to Assignee to perfect the title to the aforementioned assets and rights assigned by this Assignment of Trademarks.

(Signature Page Follows)

IN WITNESS WHEREOF, this Assignment of Trademarks has been signed as of the date first written above.

THE QUAKER OATS COMPANY

By: _____
Name: _____
Title: _____

POST FOODS, LLC

By: _____
Name: _____
Title: _____


[Signature Page to Assignment of Trademarks]

IN WITNESS WHEREOF, this Assignment of Trademarks has been signed as of the date first written above.

THE QUAKER OATS COMPANY

By: _____
Name: _____
Title: _____

POST FOODS, LLC

By: 
Name: Robert V. Vitale
Title: Vice President

[Signature Page to Assignment of Trademarks]

ANNEX A

Trademarks

- OH!S, a standard character mark that is the subject of common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 4,317,237
- OH!S & Design, a word-and-design mark (depicted below) that is the subject of common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 1,346,565



- GOOD THINGS IN THE MIDDLE, a standard character mark that is the subject of common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 1,545,526
- OH!S GOOD THINGS IN THE MIDDLE & Design, a word-and-design mark (depicted below) that is the subject of common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 1,437,465:

