

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321779

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/02/2014

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Barbara's Bakery, Inc.		10/02/2014	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	The Weetabix Company, Inc.
Street Address:	300 Nickerson Road
City:	Marlborough
State/Country:	MASSACHUSETTS
Postal Code:	01752
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Serial Number:	73453379	NATURE'S CHOICE
Serial Number:	73579828	BARBARA'S
Serial Number:	74498494	SHREDDED SPOONFULS
Serial Number:	75224649	PUFFINS
Serial Number:	75553786	RITE LITE ROUNDS
Serial Number:	76416819	BARBARA'S BAKERY
Serial Number:	77299131	ULTIMA
Serial Number:	77867748	BARBARA'S ALL NATURAL SINCE 1971
Serial Number:	77867750	
Serial Number:	77878815	PUFFIN PUFFS
Serial Number:	77919098	HOLE 'N OATS
Serial Number:	78433776	BARBARA'S
Serial Number:	85155899	BARBARA'S ALL NATURAL SINCE 1971 PETALUM
Serial Number:	85270344	SNACKIMALS
Serial Number:	85853610	MORNING OAT CRUNCH
Serial Number:	85885047	MULTIGRAIN SPOONFULS
Serial Number:	85885070	MULTIGRAIN SQUAREFULS
Serial Number:	86007626	SNACKIMALS
Serial Number:	86277253	BARBARA'S BETTER GRANOLA

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86320333	BARBARA'S SINCE 1971
CORRESPONDENCE DATA		
Fax Number:	6175072449	
	<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:	617-426-5553	
Email:	hiebert@samuelsTM.com	
Correspondent Name:	Timothy H. Hiebert	
Address Line 1:	Two International Place, 23rd Floor	
Address Line 4:	Boston, MASSACHUSETTS 02110-4104	
ATTORNEY DOCKET NUMBER:	BARBARA'S BAKERY, INC.	
NAME OF SUBMITTER:	Timothy H. Hiebert	
SIGNATURE:	/Timothy H. Hiebert/	
DATE SIGNED:	10/31/2014	
Total Attachments: 4		
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Secretary of State
State of California L

OCT 03 2014

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"BARBARA'S BAKERY, INC.", A CALIFORNIA CORPORATION,

WITH AND INTO "THE WEETABIX COMPANY, INC." UNDER THE NAME OF "THE WEETABIX COMPANY, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE SECOND DAY OF OCTOBER, A.D. 2014, AT 1:45 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



2085572 8100M

141250515

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1751695

DATE: 10-03-14

TRADEMARK
REEL: 005391 FRAME: 0576

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State of Delaware
Secretary of State
Division of Corporations
Delivered 02:00 PM 10/02/2014
FILED 01:45 PM 10/02/2014
SRV 141250515 - 2085572 FILE

CERTIFICATE OF OWNERSHIP AND MERGER

September 30, 2014

Pursuant to Section 253 of the Delaware General Corporation Law, The Weetabix Company, Inc., a Delaware corporation (the "Corporation"), does hereby certify that:

1. The Corporation is incorporated pursuant to the Delaware General Corporation Law.
2. The Corporation owns all of the outstanding shares of the capital stock of Barbara's Bakery, Inc., a California Corporation ("Barbara's Bakery").
3. The Corporation, by the following resolutions of its Board of Directors, duly approved by unanimous written consent dated September 30, 2014, determined to merge into itself Barbara's Bakery on the conditions set forth in such resolutions:

RESOLVED: That the merger of Barbara's Bakery, Inc., a California wholly owned subsidiary of the Corporation ("Barbara's Bakery"), with and into the Corporation and the assumption by the Corporation of all of Barbara's Bakery's liabilities and obligations be and hereby are, approved, to become effective upon the filing of the Certificate of Ownership and Merger (the "Certificate of Merger") with the Secretary of State of the State of Delaware.

FURTHER RESOLVED: That the President of the Corporation be and hereby is authorized, empowered and directed to execute, acknowledge, deliver, file or record the Certificate of Merger and all other documents relating to the foregoing on behalf of the Corporation, to pay such filing and recording fees as may be prescribed, and to take any and all other action as such officer deems appropriate to effectuate the purposes of these resolutions; and any and all acts, documents and agreements heretofore done to effectuate the purposes of these resolutions are hereby in all respects ratified, confirmed and approved as the act or acts of the Corporation.

IN WITNESS WHEREOF, the Corporation has caused this Certificate to be signed by an authorized officer as of the date first written above.

By: Stephen Van Tassel
(Authorized Officer)

Name: Stephen Van Tassel
Title: Chief Executive Officer



I hereby certify that the foregoing transcript of 3 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

OCT 7 2014

Date: _____ *CML*

Debra Bowen

DEBRA BOWEN, Secretary of State

TRADEMARK

RECORDED: 10/31/2014

REEL: 005391 FRAME: 0579