

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM322425

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
General Mills Marketing, Inc.		11/05/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	General Mills, Inc.		
<b>Street Address:</b>	1 General Mills Blvd.		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55426		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4455092	B	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7637642268		
<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>			
<b>Phone:</b>	7637643258		
<b>Email:</b>	trade.marks@genmills.com		
<b>Correspondent Name:</b>	Dori Hummel		
<b>Address Line 1:</b>	1 General Mills Blvd.		
<b>Address Line 2:</b>	Law Department		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55426		
<b>NAME OF SUBMITTER:</b>	Dori Hummel		
<b>SIGNATURE:</b>	/Dori Hummel/		
<b>DATE SIGNED:</b>	11/06/2014		
<b>Total Attachments: 1</b>			
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**ASSIGNMENT OF TRADEMARK**

WHEREAS, General Mills Marketing, Inc., a corporation duly organized and existing under the laws of Delaware, United States, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota 55426 USA (Assignor), is the owner of U.S. registration number 4,455,092 for a "B" design (the "Mark");

WHEREAS, General Mills, Inc., a corporation duly organized and existing under the laws of the State of Delaware, United States of America, having a place of business at Number One General Mills Boulevard, Minneapolis Minnesota 55426 ("Assignee"), is desirous of acquiring the Mark; and

NOW, THEREFORE, effective as of November 5, 2014, for good and valuable consideration, receipt which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the registration thereof.

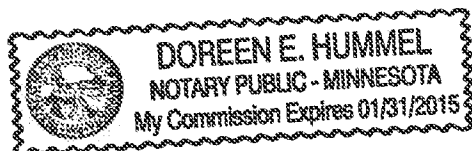
General Mills Marketing, Inc.

Signed: *Trevor V. Gunderson*  
Date: 11/5/14

Name: Trevor V. Gunderson  
Title: Secretary

Sworn to and subscribed to before me,

Doreen E. Hummel  
Public Notary. I certify that the person executing this document has the legal capacity to execute the assignment on behalf of General Mills Marketing, Inc., a corporation legally organized and in existence in accordance with the laws of Delaware.



Signed: *Doreen E. Hummel*  
Date: Nov 5, 2014