

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM352879

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Small Planet Foods, Inc.		08/25/2015	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	General Mills Specialty Products, LLC		
Street Address:	Number One General Mills Blvd.		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4133068	ÜBER	
CORRESPONDENCE DATA			
Fax Number:			
<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:	763-764-3258		
Email:	trade.marks@genmills.com		
Correspondent Name:	Dori Hummel		
Address Line 1:	Number One General Mills Blvd.		
Address Line 4:	Minneapolis, MINNESOTA 55426		
NAME OF SUBMITTER:	Dori Hummel		
SIGNATURE:	/Dori Hummel/		
DATE SIGNED:	08/27/2015		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARK

WHEREAS, Small Planet Foods, Inc., a corporation duly organized and existing under the laws of Washington, 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 4,133,068 for ÜBER (the "Mark");

WHEREAS, General Mills Specialty Products, LLC, 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 August 25, 2015, 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.

Small Planet Foods, Inc.

Signed: *Trevor V. Gunderson*

Name: Trevor V. Gunderson

Date: August 29, 2015

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 Small Planet Foods, Inc., a corporation legally organized and in existence in accordance with the laws of Washington.

Signed: *Doreen E. Hummel*

Date: August 29, 2015

