

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM354625

<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>
Annie's Enterprises, Inc.		08/28/2015	CORPORATION: VERMONT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Annie's, Inc.		
<b>Street Address:</b>	Number One General Mills Blvd.		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55426		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2238045	ANNIE'S	
<b>Registration Number:</b>	2296416	ANNIE'S NATURALS	
<b>Registration Number:</b>	2886438	ANNIE'S NATURALS GODDESS DRESSING	
<b>Registration Number:</b>	2886439	ANNIE'S NATURALS SHIITAKE & SESAME VINAI	
<b>Registration Number:</b>	2889065	ANNIE'S NATURALS RASPBERRY VINAIGRETTE L	
<b>Registration Number:</b>	3053332	ANNIE'S NATURALS ORGANIC GREEN GODDESS D	
<b>Registration Number:</b>	3154947	ANNIE'S NATURALS LEMON & CHIVE DRESSING	
<b>Registration Number:</b>	4001297	ANNIE'S NATURALS	
<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>	763-764-5524		
<b>Email:</b>	trade.marks@genmills.com		
<b>Correspondent Name:</b>	Joshua J. Burke		
<b>Address Line 1:</b>	Number One General Mills Blvd.		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55426		
<b>NAME OF SUBMITTER:</b>	Joshua J. Burke		
<b>SIGNATURE:</b>	/JJ Burke/		

CH \$215.00 2238045

<b>DATE SIGNED:</b>	09/10/2015
<b>Total Attachments: 3</b> source=AEI to AI Assignment#page1.tif source=AEI to AI Assignment#page2.tif source=AEI to AI Assignment#page3.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, Annie's Enterprises, Inc., a corporation duly organized and existing under the laws of Vermont, United States, having a place of business at 1610 Fifth Street, Berkeley, California 94710 (Assignor), is the owner of the U.S. registrations listed in Schedule A hereto (the "Marks") and the goodwill associated therewith;

WHEREAS, Annie's, 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 Marks; and

NOW, THEREFORE, effective as of August 27, 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 Marks, together with the goodwill of the business symbolized by the Marks and the registrations thereof.

Annie's Enterprises, Inc.

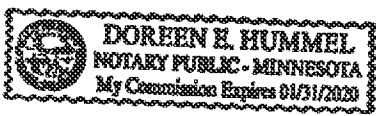
Signed: *Trevor V. Gunderson*  
Date: *August 28, 2015*

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 Annie's Enterprises, Inc., a corporation legally organized and in existence in accordance with the laws of Vermont.

Signed: *Doreen E. Hummel*  
Date: *August 28, 2015*



SCHEDULE A

<p>ANNIE'S NATURALS LEMON &amp; CHIVE DRESSING</p> 	<p>App 78481026</p>	<p>Reg 3154947</p>
<p>ANNIE'S NATURALS</p> 	<p>App 85097011</p>	<p>Reg 4001297</p>
<p>ANNIE'S NATURALS ORGANIC GREEN GODDESS DRESSING</p> 	<p>App 78426583</p>	<p>Reg 3053332</p>
<p>ANNIE'S NATURALS GODDESS DRESSING</p> 	<p>App 78247188</p>	<p>Reg 2886438</p>
<p>ANNIE'S NATURALS SHIITAKE &amp; SESAME VINAIGRETTE</p> 	<p>App 78247462</p>	<p>Reg 2886439</p>
<p>ANNIE'S NATURALS RASPBERRY VINAIGRETTE LOW FAT LOW SODIUM</p> 	<p>App 78247448</p>	<p>Reg 2889085</p>
<p>ANNIE'S NATURALS</p>	<p>App 75238036</p>	<p>Reg 2296416</p>

ANNIE'S

App  
75238034

Reg 2238045