

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354622

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Annie's Homegrown, Inc.		08/28/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Annie's, Inc.		
Street Address:	Number One General Mills Blvd.		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 40			
Property Type	Number	Word Mark	
Serial Number:	85754987	WE MAKE GOOD	
Serial Number:	86512348	ANNIE'S	
Serial Number:	86512350	ANNIE'S	
Registration Number:	1787220	BE GREEN	
Registration Number:	2020364	ANNIE'S	
Registration Number:	2023195	ANNIE'S HOMEGROWN	
Registration Number:	2246211	BERNIEOS	
Registration Number:	2279495	PEACE	
Registration Number:	2453202	BERNIE RABBIT OF APPROVAL	
Registration Number:	2463999	PUSH TAIL TO OPEN	
Registration Number:	2465746	PUSH TAIL TO OPEN	
Registration Number:	3020937		
Registration Number:	3078454	CHEDDAR BUNNIES	
Registration Number:	3086073	BERNIE RABBIT OF APPROVAL	
Registration Number:	3184774	BUNNY GRAHAMS	
Registration Number:	3419846	BUNNIES	
Registration Number:	3614800	FRIENDS BUNNY GRAHAMS	
Registration Number:	3664305	ALL STARS	
Registration Number:	3772033	BREAKFAST WITH BERNIE	

CH \$1015.00 85754987

Property Type	Number	Word Mark
Registration Number:	3772651	
Registration Number:	3914822	ANNIE'S
Registration Number:	3952598	BUNNY O'S
Registration Number:	4032454	CINNAMON ROLL BUNNY O'S
Registration Number:	4032455	HONEY BUNNY O'S
Registration Number:	4032590	ANNIE'S ROOT 4 KIDS
Registration Number:	4115605	ORGANIC ORCHARD
Registration Number:	4138547	ANNIE'S HOMEGROWN ORGANIC BERRY BERRY
Registration Number:	4138548	ANNIE'S HOMEGROWN ORGANIC CHOCOLATE CHIP
Registration Number:	4138549	ANNIE'S HOMEGROWN ORGANIC PEANUTTY
Registration Number:	4143515	ANNIE'S FRUITY BUNNIES
Registration Number:	4150910	ANNIE'S COCOA & VANILLA BUNNIES
Registration Number:	4289807	ANNIE'S HOMEGROWN ORGANIC PB&J
Registration Number:	4526172	ANNIE'S HOMEGROWN
Registration Number:	4526274	RABBIT OF APPROVAL
Registration Number:	3606520	
Registration Number:	3509468	NO ICKY ADDITIVES OR PESKY PRESERVATIVES
Registration Number:	3517349	ANNIE'S
Registration Number:	3640170	BUNNY LOVE
Registration Number:	3606521	
Registration Number:	3609254	

CORRESPONDENCE DATA

Fax Number: 7637642268

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.

Phone: 763-764-5524

Email: trade.marks@genmills.com

Correspondent Name: Joshua J. Burke

Address Line 1: Number One General Mills Blvd.

Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER: Joshual J. Burke

SIGNATURE: /JJ Burke/

DATE SIGNED: 09/10/2015

Total Attachments: 6

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ASSIGNMENT OF TRADEMARK

WHEREAS, Annie's Homegrown, Inc., a corporation duly organized and existing under the laws of Delaware, United States, having a place of business at 1610 Fifth Street, Berkeley, California 94710 (Assignor), is the owner of U.S. applications and 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 Homegrown, Inc..

Signed: *Trevor V. Gunderson*

Name: Trevor V. Gunderson

Date: August 28, 2015

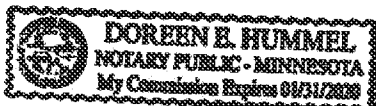
Title: Secretary

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


Signed: *Doreen E. Hummel*



Date: August 28, 2015







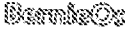
SCHEDULE A

<p>RABBIT OF APPROVAL BERNIE</p> 	<p>App 74353496</p>	<p>Reg 1874043</p>
<p>Design Only</p> 	<p>App 77112094</p>	<p>Reg 3606520</p>
<p>WE MAKE GOOD</p>	<p>App 85754987</p>	
<p>ANNIE'S ROOT 4 KIDS</p>	<p>App 85097987</p>	<p>Reg 4032590</p>
<p>RABBIT OF APPROVAL</p> 	<p>App 85566792</p>	<p>Reg 4526274</p>
<p>ANNIE'S HOMEGROWN</p> 	<p>App 85469743</p>	<p>Reg 4526172</p>
<p>ANNIE'S HOMEGROWN ORGANIC BERRY BERRY</p>	<p>App 85417450</p>	<p>Reg 4138547</p>
<p>ANNIE'S HOMEGROWN ORGANIC CHOCOLATE CHIPPER</p>	<p>App 85417456</p>	<p>Reg 4138548</p>
<p>ANNIE'S HOMEGROWN ORGANIC PB&J</p>	<p>App 85417458</p>	<p>Reg 4289807</p>

ANNIE'S HOMEGROWN ORGANIC PEANUTTY	App 85417466	Reg 4138549
ANNIE'S FRUITY BUNNIES	App 85137262	Reg 4143515
CINNAMON ROLL BUNNY O'S	App 85055218	Reg 4032454
HONEY BUNNY O'S	App 85055221	Reg 4032455
ORGANIC ORCHARD	App 85051556	Reg 4115605
BUNNY GRAHAMS	App 78602382	Reg 3184774
BUNNIES	App 78524958	Reg 3419846
EAT RESPONSIBLY. ACT RESPONSIBLY.	App 78460872	Reg 3058791
PUSH TAIL TO OPEN 	App 76084001	Reg 2463999

PUSH TAIL TO OPEN	App 76084002	Reg 2465746
Design Only 	App 78530595	Reg 3020937
ANNIE'S Annie's	App 86512348	
ANNIE'S <i>Annie's</i>	App 86512350	
BUNNY O's	App 85055212	Reg 3952598
ANNIE'S COCOA & VANILLA BUNNIES	App 85137321	Reg 4150910
ANNIE'S	App 77699118	Reg 3914822
Design Only 	App 77570285	Reg 3772651
BUNNY GRAHAM FRIENDS	App 77428029	Reg 3614800

BUNNY GRAHAM FRIENDS	App 77428029	Reg 3614800
ALL STARS	App 77303950	Reg 3664305
NO ICKY ADDITIVES OR PESKY PRESERVATIVES	App 77184906	Reg 3509468
ANNIE'S	App 77184917	Reg 3517349
BREAKFAST WITH BERNIE	App 77184912	Reg 3772033
BUNNY LOVE	App 77112092	Reg 3640170
Design Only 	App 77112100	Reg 3606521
Design Only 	App 77112101	Reg 3609254

CINNABUNNIES	App 77112102	Reg 3477409
ANNIE'S HOMEGROWN	App 77068363	Reg 3454504
BERNIE RABBIT OF APPROVAL 	App 78226702	Reg 3086073
BERNIE RABBIT OF APPROVAL 	App 76054150	Reg 2453202
PEACE	App 75573648	Reg 2279495
BERNIEOS 	App 75507877	Reg 2246211
ANNIE'S	App 74694935	Reg 2020364
ANNIE'S HOMEGROWN	App 74694936	Reg 2023195
BE GREEN	App 74333862	Reg 1787220
CHEDDAR BUNNIES	App 78286036	Reg 3078454