

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424760

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
General Mills Marketing, Inc.		01/10/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	CARE		
Street Address:	151 Ellis Street NE		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30303		
Entity Type:	Charitable, Non-Profit Corporation: D.C.		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4372651	JOIN MY VILLAGE	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	763-764-6310		
Email:	trade.marks@genmills.com		
Correspondent Name:	Alexandria M. Christian		
Address Line 1:	No. One General Mills Blvd.		
Address Line 4:	Minneapolis, MINNESOTA 55426		
NAME OF SUBMITTER:	Alexandria M. Christian		
SIGNATURE:	/Alexandria Christian/		
DATE SIGNED:	04/24/2017		
Total Attachments: 1			
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EXHIBIT B

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 4,372,651 for JOIN MY VILLAGE (the "Mark");

WHEREAS, CARE, a nonprofit 501(c)(3) public charity, having a place of business at 151 Ellis St NE, Atlanta, GA 30303 ("Assignee"), is desirous of acquiring the Mark; and

NOW, THEREFORE, effective as of January 10, 2017, 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.

CARE

General Mills Marketing, Inc.

Signed: Maralee Fahr

Name: [Signature]

Date: 1-10-17

Title: V.P. Deputy G.C.

Sworn to and subscribed to before me,

Sworn to and subscribed to before me,

Bridget Mailley

Jill M Mitchell

Public Notary. I certify that the person executing this document has the legal capacity to execute the Assignment on behalf of CARE.

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.

Signed: Bridget Mailley

Signed: Jill M Mitchell

Date: 1-10-17

Date: 1-12-17

