

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM572804

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
McGarrah Jesse		04/21/2020	Limited Partnership: TEXAS
RECEIVING PARTY DATA			
Name:	General Mills Marketing, Inc.		
Street Address:	1 General Mills Boulevard		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55426		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88424658	GOOD MEASURE	
CORRESPONDENCE DATA			
Fax Number:	5126283390		
<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:	5122995329		
Email:	robert@kleinmanlawfirm.com		
Correspondent Name:	Robert Kleinman		
Address Line 1:	404 W 7TH ST		
Address Line 2:	Common Sense Counsel		
Address Line 4:	Austin, TEXAS 78701		
NAME OF SUBMITTER:	Robert Kleinman		
SIGNATURE:	/robert kleinman/		
DATE SIGNED:	04/21/2020		
Total Attachments: 1			
source=Good.Measure.USPTO.Assign (1)-1#page1.tif			

OP \$40.00 88424658

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is made effective this 21st day of April 2020 between the following parties:

McGarrah Jessee, LP ("Assignor"), 121 W. 6th Street, Austin, Texas 78701 and General Mills Marketing, Inc. 1 General Mills Boulevard, Minneapolis, Minnesota 55426, ("Assignee").

WHEREAS:

a) The Assignor is the owner of the U.S. Trademark ("Trademark"), brief particulars whereof are set out below:

Trademark	USPTO Serial No.	International Class
GOOD MEASURE	88424658	005

b) The Assignor desires to convey, transfer, assign, deliver, and contribute to the Assignee all of its right, title, and interest in and to the Trademarks.

NOW THIS ASSIGNMENT WITNESSETH AS FOLLOWS:

In exchange of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby conveys, transfers, assigns, delivers, and contributes to the Assignee all of the Assignor's right, title, and interest of whatever kind in and to the Trademarks, together with (1) the goodwill of the business relating to the Products in respect upon which the Trademark is used and for which it is registered; (2) all income, royalties, and damages hereafter due or payable to the Assignor with respect to the Trademark, including without limitation, damaged, and payments for past or future infringement and misappropriation of the Trademark; and (3) all rights to sue for past, present and future infringements, misappropriations, or other unlawful or actionable uses or misuse of the Trademark.

The Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the Trademark.

IN WITNESS WHEREOF, this Agreement has been duly executed on the day and year first above written.

For and on behalf of Assignor:

For and on behalf of Assignee:

Signature: Michael Polley

Signature: [Signature]

Name: Michael Polley

Name: William Miller

Date: 04/02/20

Date: 21 April 2020

McGarrah Jessee LP
Authorized Representative

General Mills Marketing Inc.
Authorized representative

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