

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM721227

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, Inc.		04/13/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	General Mills IP Holdings II, 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	
Serial Number:	97284299	CINNAGRAHAM TOAST CRUNCH	
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:	763-764-5524		
Email:	trade.marks@genmills.com		
Correspondent Name:	General Mills IP Holdings II, Inc.		
Address Line 1:	One General Mills Blvd.		
Address Line 4:	Minneapolis, MINNESOTA 55426		
ATTORNEY DOCKET NUMBER:	64350US001		
NAME OF SUBMITTER:	Joshua J. Burke		
SIGNATURE:	/JJ Burke/		
DATE SIGNED:	04/14/2022		
Total Attachments: 1			
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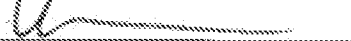
CH \$40.00 97284299

ASSIGNMENT OF TRADEMARK

WHEREAS, General Mills, Inc., a Delaware corporation ("Assignor"), is the owner of United States Patent and Trademark Office trademark application Serial Number 97/284299, consisting of the "CINNAGRAHAM TOAST CRUNCH" mark for use in connection with processed cereal-based food to be used as a breakfast food, snack food or ingredient for making other foods (IC 30) (the "Trademark").

WHEREAS, General Mills IP Holdings II, LLC, a Delaware corporation ("Assignee"), desires to acquire the Trademark.

NOW THEREFORE, for good and valuable consideration, Assignor hereby assigns the entire interest and goodwill of the Trademark to Assignee.

Signature: 

Date: April 13, 2022

GENERAL MILLS, INC.

By: WILLIAM D. MILLER

Its: CHIEF INTELLECTUAL PROPERTY COUNSEL

Subscribed and sworn to before me
this 13 day of April, 2022.

Notary Public

