

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KEEBLER COMPANY		05/19/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	KELLOGG NORTH AMERICA COMPANY		
Street Address:	ONE KELLOGG SQUARE, PO BOX 3599		
City:	BATTLE CREEK		
State/Country:	MICHIGAN		
Postal Code:	49016-3599		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3083384	KELLOGG'S SMORZ	
CORRESPONDENCE DATA			
Fax Number:	(269)961-3276		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	269-961-2170		
Email:	trademarks@kellogg.com		
Correspondent Name:	DAVID HERDMAN		
Address Line 1:	ONE KELLOGG SQUARE, PO BOX 3599		
Address Line 4:	BATTLE CREEK, MICHIGAN 49016-3599		
NAME OF SUBMITTER:	DAVID A HERDMAN		
Signature:	/DAVID A HERDMAN/		
Date:	05/23/2006		

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Total Attachments: 2
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TRADEMARK ASSIGNMENT

This assignment made this 19th day of May, 2006, by and between KEEBLER COMPANY, (hereinafter "Assignor"), a Delaware corporation, having its principal place of business at One Kellogg Square, Battle Creek, Michigan 49016, and KELLOGG NORTH AMERICA COMPANY, (hereinafter "Assignee"), a Delaware corporation having its principal place of business at One Kellogg Square, Battle Creek, Michigan 49016.

WHEREAS, Assignor owns and has used, or is using, the trademarks identified in the attached schedule A (collectively, hereinafter the "Marks") in the United States.

WHEREAS, Assignee is desirous of acquiring the Marks and all rights therein, including the goodwill of the business associated therewith, as well as all common-law rights and all federal trademark and service mark registrations and applications identified in Schedule A attached hereto and made a part hereof.

NOW, THEREFORE, for valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all rights, title, and interest in and to the Marks, all common-law rights, all federal registrations and applications identified in Schedule A together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

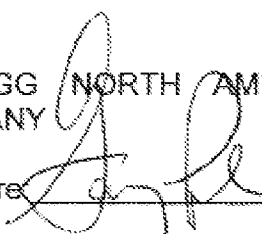
Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment as well as provide such other material, information, or assistance as Assignee may consider necessary.

This assignment shall be binding on the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privities therewith.

KEEBLER COMPANY

KELLOGG NORTH AMERICA
COMPANY

Signature:  _____

Signature:  _____

Typed: James K. Markey

Typed: Gary H. Pilnick

Title: Vice President/Assistant Secretary

Title: Vice President

Date: May 19, 2006

Date: may 19, 2006

KELLOGG'S SMORZ

3083384

78172422

SCHEDULE A

Mark	Registration No.	Serial No.
KELLOGG'S SMORZ	3083384	78172422