



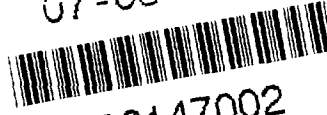
06-20-2002

07-08-2002

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DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

OMB No. 0651-0027 (exp. 5/31/2002)  
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

General Mills, Inc. *06/20/02*

- Individual(s)
- General Partnership
- Corporation-State
- Other a Delaware corporation
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: May 1, 2002

2. Name and address of receiving party(ies)

Name: General Mills IP Holdings II, LLC

Internal

Address:

Street Address: No. One General Mills Blvd.

City: Minneapolis State: MN Zip: 55426

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 78033137, 78069687,  
78039488, 76310983, 78069690, 78002500

B. Trademark Registration No.(s) 838913, 838916,  
1684166, 1676933, 1742451, 1747880

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Dori Hummel

Internal Address:

Law Department, 4NE

Street Address:

No. One General Mills Blvd.

City: Minneapolis State: MN Zip: 55426

6. Total number of applications and registrations involved: 120

7. Total fee (37 CFR 3.41) \$ 3,015.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

07-0900

DO NOT USE THIS SPACE

9. Signature.

*Dori Hummel*

Name of Person Signing

*Dori Hummel*

Signature

*6/11/02*

Date

Total number of pages including cover sheet, attachments, and document: 19

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

07/08/2002 TBIAZ1 00000201 78033137

01 FC:481  
02 FC:482

40.00 DP  
2975.00 DP

TRADEMARK  
REEL: 002535 FRAME: 0417

**RECORDATION FORM COVER SHEET  
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OMB 0651-0027

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**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual     General Partnership     Limited Partnership     Corporation     Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual     General Partnership     Limited Partnership

Corporation     Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

76119772	78027248	75255156
78108785	78059799	78008195
76223494	75197843	75597311
75550585	78033138	78033133
75500959	78012478	78033132
78033130		

2195944	1066873	979045
1808058	1787030	1765343
2534798	1857820	1597677
902727	2530812	1511150
903974	1346587	803501
1428646	2035296	1488728
2280005	1666876	2531791

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1764738	1671284	1206403
1585977	910456	1686612
1575362	1114210	2380980
856091	1260606	2493593
838910	1335787	1570080
836858	910455	1272991
2488742	1009230	2280300

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859037	1257745	2125724
2031980	2257349	1943201
870570	1648275	351860
1499824	824155	1081938
1963018	1903735	838917
1480950	1429681	1685807
1547587	2435783	842967

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1935961	2019026	835584
1742397	342440	2363235
2304024	1897070	2526173
1763777	2031952	1477359
838918	1394264	724897
1119067	1687839	1289241
1552170	2133373	1778442

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603700	1553126	1581803
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**TRADEMARK**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is made effective as of the 1<sup>st</sup> day of Nov, 2002 by General Mills, Inc., a corporation duly organized and existing under the laws of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 ("*Assignor*").

WHEREAS, Assignor is the owner of trademarks identified on Schedule A hereto (as such Schedule may be amended, supplemented or modified from time to time to permit the Assignor to comply with the terms of this Assignment) which are registered or pending registration in the United States pertaining to the Assignor's and its subsidiaries' cereal business and the cereal business' products (the "*Assigned Trademarks*");

WHEREAS, Assignor and General Mills IP Holdings II, LLC, a Delaware limited liability company having a principal place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426 (hereinafter referenced as "*Assignee*"), have executed a Contribution Agreement dated April 2, 2002 (the "*Contribution Agreement*") wherein Assignor agreed to absolutely assign to Assignee certain property, including the Assigned Trademarks; and

WHEREAS, the Contribution Agreement requires Assignor to assign to Assignee the Assigned Trademarks.

NOW, THEREFORE, in consideration of and in exchange for the property described in the Contribution Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, subject to certain limitations set forth in the Contribution Agreement, all rights, title and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized thereby, the registrations therefor, the applications, renewals and other rights associated therewith and all remedies against infringements, violations and dilutions thereof. Subsequent to the execution of this Assignment, Assignor shall prepare any additional documents and take all actions that are necessary (i) to record this Assignment with the United States Patent and Trademark Office and any other appropriate governmental or regulatory entities or agencies of the United States or elsewhere and (ii) to effect a proper and valid assignment of the Assigned Trademarks.

TRADEMARK

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# SCHEDULE A

## LIST OF ASSIGNED TRADEMARKS

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>ABOUND</b>							
UNITED STATES	168	06/12/1967	273,566	11/14/1967	838,913	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>AMPLE</b>							
UNITED STATES	243	06/12/1967	273,569	11/14/1967	838,916	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>BASIC 4</b>							
UNITED STATES	13341	06/25/1990	072,691	04/21/1992	1,684,166	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>BASIC 4 AND DESIGN</b>							
UNITED STATES	13530	12/24/1990	126,004	02/25/1992	1,676,933	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>BERRY BERRY KIX</b>							
UNITED STATES	13794	12/23/1991	233,139	12/22/1992	1,742,451	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>BERRY BERRY KIX AND DESIGN</b>							
UNITED STATES	13795	12/23/1991	233,138	01/19/1993	1,747,880	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>BETTER TOGETHER</b>							
UNITED STATES	17793	10/22/1997	75/382127	10/13/1998	2,195,944	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>BODY BUDDIES</b>							
UNITED STATES	6534	10/21/1976	104,001	05/31/1977	1,066,873	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>BOO BERRY</b>							
UNITED STATES	3332	08/16/1972	432,972	02/19/1974	979,045	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREALS							
<b>BREAKFAST OF CHAMPIONS</b>							
UNITED STATES	14040	08/24/1992	307,027	11/30/1993	1,808,058	REGISTERED	41
41 - ORGANIZING, PROMOTING AND CONDUCTING MOTIVATION AND RECOGNITION PROGRAMS							
<b>BREAKFAST OF CHAMPIONS</b>							
UNITED STATES	14041	08/24/1992	307,050	08/10/1993	1,787,030	REGISTERED	36
36 - FOR CHARITABLE FUND RAISING SERVICES							
<b>BREAKFAST PACK</b>							
UNITED STATES	13663	05/22/1991	169,032	04/13/1993	1,765,343	REGISTERED	30
30 - BREAKFAST CEREAL							

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>CEREAL ADVENTURE CAFÉ</b>							
UNITED STATES	18508	10/31/2000	78/033,137			PENDING	42
42 - RESTAURANT SERVICES							
<b>CEREAL ADVENTURE</b>							
UNITED STATES	18281	03/15/2000	75/960,326	01/29/2002	2,534,798	REGISTERED	41
41 - AMUSEMENT CENTERS							
<b>CEREAL REWARDS</b>							
UNITED STATES	18543					COMMON	
<b>CLUSTERS</b>							
UNITED STATES	14639	09/20/1993	437,619	10/11/1994	1,857,820	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>CLUSTERS (STYLIZED)</b>							
UNITED STATES	12890	04/06/1989	791,508	05/22/1990	1,597,677	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>COCOA PUFFS</b>							
UNITED STATES	626	02/18/1970	351,699	11/17/1970	902,727	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>COCOA PUFFS CHOCOLATE CANYON</b>							
UNITED STATES	18521	11/17/2000	78/035,717	01/15/2002	2,530,812	REGISTERED	41
41 - AMUSEMENT CENTERS							
<b>COCOA PUFFS MORNING MIX</b>							
UNITED STATES	18583	06/18/2001	78/069,687			PENDING	30
30 - CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD							
<b>COUNT CHOCULA</b>							
UNITED STATES	12643	12/21/1987	701,872	11/01/1988	1,511,150	REGISTERED	46
46 - READY-TO-EAT BREAKFAST CEREAL							
<b>COUNT CHOCULA AND CHARACTER DESIGN</b>							
UNITED STATES	646	06/29/1970	363,810	12/08/1970	903,974	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>COUNTRY</b>							
UNITED STATES	10561	02/27/1984	467,674	07/02/1985	1,346,587	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>COUNTRY</b>							
UNITED STATES	649	08/03/1964	199,053	02/08/1966	803,501	REGISTERED	30
30 - CORN FLAKES WITH RICE							
<b>COUNTRY CORN FLAKES AND DESIGN</b>							
UNITED STATES	12118	06/04/1986	602,308	02/10/1987	1,428,646	REGISTERED	30
30 - BREAKFAST CEREAL							

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>CREATE YOUR OWN CEREAL FACTORY</b>							
UNITED STATES	18532	12/15/2000	78/039,488			ALLOWED	41
41 - AMUSEMENT CENTER SERVICES FEATURING EDUCATIONAL EXHIBITS							
<b>CRISPY WHEATIES 'N RAISINS</b>							
UNITED STATES	17153	12/18/1995	034,029	02/04/1997	2,035,296	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>CUCKOO FOR COCOA PUFFS (COCOA PUFFS)</b>							
UNITED STATES	12534	07/29/1987	675,193	05/17/1988	1,488,728	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>DESIGN (WHOLE HARVEST)</b>							
UNITED STATES	17853	12/19/1997	75/408,597	09/21/1999	2,280,005	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>DESIGN OF BIRD (COCOA PUFFS)</b>							
UNITED STATES	13533	01/14/1991	74/130,459	12/03/1991	1,666,876	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>DESIGN OF BIRD (COCOA PUFFS--SONNY)</b>							
UNITED STATES	18511	11/07/2000	76/160,575	01/22/2002	2,531,791	REGISTERED	30
30 - PROCESSED CEREAL USED A BREAKFAST OR SNACK FOOD							
<b>DESIGN OF CLOCK (BREAKFASTPACK)</b>							
UNITED STATES	13950	06/09/1992	283,203	04/13/1993	1,764,738	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>DESIGN OF CLOWN (KABOOM)</b>							
UNITED STATES	13605	03/27/1991	74/151,725	01/07/1992	1,671,284	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>DESIGN OF FACES (DONUTZ)</b>							
UNITED STATES	9576	08/26/1981	325,379	08/24/1982	1,206,403	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>DESIGN OF GHOST (BOO BERRY)</b>							
UNITED STATES	12952	07/03/1989	73/810,332	03/06/1990	1,585,977	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>DESIGN OF MAN (FRANKENBERRY)</b>							
UNITED STATES	822	06/29/1970	363,813	03/23/1971	910,456	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>DESIGN OF RABBIT (TRIX)</b>							
UNITED STATES	13653	04/29/1991	163,113	05/12/1992	1,686,612	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>DESIGN OF RABBIT (TRIX)</b>							
UNITED STATES	12922	05/10/1989	798,942	01/02/1990	1,575,362	REGISTERED	30
30 - FROZEN CONFECTIONS							

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>DESIGN OF RABBIT'S HEAD (TRIX)</b>							
UNITED STATES	11155	05/05/1978	169,262	02/27/1979	1,114,210	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>DESIGN OF SQUIRREL</b>							
UNITED STATES	18010	04/26/1999	75/692,050	08/29/2000	2,380,980	REGISTERED	30
30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD							
<b>DINA-MITE (STYLIZED)</b>							
UNITED STATES	6219	06/29/1966	249,248	09/03/1968	856,091	REGISTERED	30
30 - WHOLE WHEAT CEREAL							
<b>DONUTZ CEREAL (STYLIZED)</b>							
UNITED STATES	9929	03/08/1982	353,639	12/06/1983	1,260,606	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>EVERYTHING BUT THE BOWL</b>							
UNITED STATES	18352	05/09/2000	78/007,403	09/25/2001	2,493,593	REGISTERED	30
30 - CEREAL-BASED READY-TO-EAT SNACK BARS							
<b>FACTOR</b>							
UNITED STATES	789	06/12/1967	273,563	11/14/1967	838,910	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>FAMILY PACK</b>							
UNITED STATES	9387					COMMON	
<b>FIBER ONE</b>							
UNITED STATES	11020	10/29/1984	506,223	05/14/1985	1,335,787	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>FIBER ONE AND DESIGN</b>							
UNITED STATES	12889	04/10/1989	792,549	12/05/1989	1,570,080	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>FINAL</b>							
UNITED STATES	801	05/04/1967	270,648	10/10/1967	836,858	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>FRANKEN BERRY</b>							
UNITED STATES	819	06/29/1970	363,812	03/23/1971	910,455	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>FROSTED WHEATIES</b>							
UNITED STATES	18607	09/12/2001	76/310,983			PENDING	30
30 - PROCESSED CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD							
<b>FRUIT CRUNCHIES</b>							
UNITED STATES	1819	12/06/1982	404,885	04/03/1984	1,272,991	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
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**GOLD MEDAL RAISIN BRAN**

UNITED STATES	18076	08/04/1999	75/767,806	09/11/2001	2,488,742	REGISTERED	30
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30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

**GOLDEN GRAHAMS**

UNITED STATES	5022	05/28/1974	22573	04/22/1975	1,009,230	REGISTERED	30
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30 - READY-TO-EAT BREAKFAST CEREAL

**GOLDEN GRAHAMS MORNING MIX**

UNITED STATES	18586	06/18/2001	78/069,690			PENDING	30
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30 - CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD

**GOLDEN GRAHAMS TREATS**

UNITED STATES	17526	03/10/1997	75/254,575	09/28/1999	2,280,300	REGISTERED	30
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30 - CEREAL BASED SNACK BARS

**GRAHAM CLACKERS**

UNITED STATES	974	02/27/1968	291,941	10/22/1968	859,037	REGISTERED	30
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30 - READY-TO-EAT BREAKFAST CEREAL

**HARMONY**

UNITED STATES	18288	04/04/2000	78/002,500			PENDING	30
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30 - READY-TO-EAT BREAKFAST CEREAL AND BREAKFAST MEAL PRODUCTS MADE PRIMARILY FROM BREAKFAST CEREAL

**HARMONY AND DESIGN**

UNITED STATES	18413	08/31/2000	76/119,772			PENDING	30
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30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

**HEY! THIS ISN'T RAISIN BRAN!**

UNITED STATES	9832	01/28/1982	347,669	11/15/1983	1,257,745	REGISTERED	30
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30 - READY-TO-EAT BREAKFAST CEREAL

**HI-PRO**

UNITED STATES	18486	09/22/2000	78/027,248			PENDING	30
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30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

**HOME-BAKED TASTE BY THE SPOONFUL!**

UNITED STATES	17371	02/10/1997	75/239,668	12/30/1997	2,125,724	REGISTERED	30
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30 - BREAKFAST CEREAL

**HONEY FROSTED WHEATIES**

UNITED STATES	17152	12/18/1995	034,028	01/21/1997	2,031,980	REGISTERED	30
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30 - BREAKFAST CEREAL

**HONEY NUT CLUSTERS**

UNITED STATES	17316	03/10/1997	75/255,156			PENDING	30
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30 - BREAKFAST CEREAL

**HOW DO YOU CRAM YOUR GRAHAM?**

UNITED STATES	17901	09/10/1998	75/550874	06/29/1999	2,257,349	REGISTERED	30
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30 - BREAKFAST CEREAL

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
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**HUNGRY MINDS**

UNITED STATES	15676	03/01/1994	495,800	12/19/1995	1,943,201	REGISTERED	36
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36 - PROVIDING EDUCATIONAL SCHOLARSHIP FUNDS

**IT DOESN'T HAPPEN OVERNIGHT; IT HAPPENS OVER BREAKFAST.**

UNITED STATES	18626	02/14/2002	78/108,785			PENDING	30
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30 - CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD

**KABOOM**

UNITED STATES	1169	10/24/1968	310,393	06/03/1969	870,570	REGISTERED	30
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30 - READY-TO-EAT BREAKFAST CEREAL

**KID-TESTED MOTHER-APPROVED**

UNITED STATES	13293	05/29/1990	74/063,382	06/18/1991	1,648,275	REGISTERED	30
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30 - BREAKFAST CEREAL

**KIX (STYLIZED)**

UNITED STATES	1185	07/12/1937	395,130	11/09/1937	351,860	REGISTERED	30
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30 - CEREAL FOOD PRODUCTS, PARTICULARLY BREAKFAST CEREAL

**KIX AND DESIGN**

UNITED STATES	12599	09/21/1987	685,259	08/09/1988	1,499,824	REGISTERED	30
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30 - READY-TO-EAT BREAKFAST CEREAL

**MAKE A HANDFUL OF MEMORIES**

UNITED STATES	18567	04/23/2001	78/059,799			ALLOWED	30
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30 - PROCESSED CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD

**MEDALLION**

UNITED STATES	1272	01/06/1964	184,060	02/14/1967	824,155	REGISTERED	30
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30 - READY-TO-EAT BREAKFAST CEREAL

**MONSTER CEREALS**

UNITED STATES	5593	07/31/1975	59237	01/10/1978	1,081,938	REGISTERED	30
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30 - BREAKFAST CEREALS

**MYCEREAL.COM**

UNITED STATES	18356	05/15/2000	78/008,195			ALLOWED	30
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30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

**OATMEAL CRISP AND DESIGN**

UNITED STATES	16477	11/14/1994	617,982	03/19/1996	1,963,018	REGISTERED	30
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30 - BREAKFAST CEREAL

**OATMEAL CRUNCHIES**

UNITED STATES	8274					COMMON	30
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**PARA SU FAMILIA**

UNITED STATES	18009					COMMON	
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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>PEANUT BUTTER PUFFS</b>							
UNITED STATES	14985	02/28/1994	495,405	07/04/1995	1,903,735	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>RAISIN NUT BRAN</b>							
UNITED STATES	12071					COMMON	30
<b>RENEW</b>							
UNITED STATES	1510	06/12/1967	273,571	11/14/1967	838,917	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>RICE CRUNCHINS</b>							
UNITED STATES	10925	09/10/1984	498,827	03/15/1988	1,480,950	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>SEARCH FOR EVERYDAY CHAMPIONS</b>							
UNITED STATES	18555	03/14/2001	76/223,494			PENDING	30,41
30 - CEREAL-DERIVED FOOD PRODUCTS TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD							
41 - PRESENTING A CONTEST TO RECOGNIZE ATHLETIC ACHIEVEMENT AND COMMUNITY SERVICE							
<b>SINGLEPAK</b>							
UNITED STATES	11354	11/21/1985	569,757	02/17/1987	1,429,681	REGISTERED	30
30 - BREAKFAST CEREALS							
<b>SINGLES TO GO</b>							
UNITED STATES	13378	07/30/1990	083,116	05/05/1992	1,685,807	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>S'MORES GRAHAMS</b>							
UNITED STATES	12679	03/28/1988	719,167	07/11/1989	1,547,587	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>SNACK ALONGS</b>							
UNITED STATES	17934	12/08/1998	75/602769			ABANDONED	30
30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD							
<b>SNACK 'N DASH</b>							
UNITED STATES	17967	03/09/1999	75/656,479	03/13/2001	2,435,783	REGISTERED	30
30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD							
<b>SNORX</b>							
UNITED STATES	1577	08/24/1967	278,936	01/23/1968	842,967	REGISTERED	30
30 - READY-TO-EAT CEREAL							
<b>SONNY'S COCOA CANYON</b>							
UNITED STATES	18506	10/31/2000	78/033,134			ABANDONED	41
41 - AMUSEMENT CENTERS							
<b>SUMMER TRAVEL PAK</b>							
UNITED STATES	17417	11/14/1996	75/197,843			PENDING	30
30 - BREAKFAST CEREAL							

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
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**SUN CRUNCHERS**

UNITED STATES	14910	12/15/1993	469,982	11/14/1995	1,935,961	REGISTERED	30
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30 - BREAKFAST CEREAL

**SUN CRUNCHERS CEREAL AND DESIGN**

UNITED STATES	17026	09/26/1995	734,567	11/26/1996	2,019,026	REGISTERED	30
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30 - BREAKFAST CEREAL

**SUNRISE**

UNITED STATES	17935	12/01/1998	75/597,311			ALLOWED	30
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30 - PROCESSED CEREAL USED AS A BREAKFAST OR SNACK FOOD

**SUSTAIN**

UNITED STATES	1658	04/13/1967	269,015	09/19/1967	835,584	REGISTERED	30
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30 - READY-TO-EAT BREAKFAST CEREAL

**TASTES SO GOOD YOU'LL FORGET ITS FOR ADULTS**

UNITED STATES	14628					COMMON	30
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**THE BREAKFAST CALCULATOR**

UNITED STATES	13749	09/30/1991	207,693	12/22/1992	1,742,397	REGISTERED	28
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28 - COMPUTER GAME PROGRAMS

**THE BREAKFAST OF CHAMPIONS (WHEATIES)**

UNITED STATES	484	06/19/1936	379,928	01/19/1937	342,440	REGISTERED	30
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30 - CEREAL FOOD PRODUCTS PARTICULARLY BREAKFAST CEREAL

**THE BREAKFAST OF CHAMPIONS (WHEATIES)**

UNITED STATES	17915	10/09/1998	75/570,165	06/27/2000	2,363,235	REGISTERED	28
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28 - BOARD GAMES

**THE BREAKFAST OF CHAMPIONS (WHEATIES)**

UNITED STATES	17906	10/14/1998	75/570,524	12/28/1999	2,304,024	REGISTERED	25
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25 - CLOTHING, NAMELY SHIRTS AND HATS

**THE BREAKFAST OF CHAMPIONS FOR KIDS**

UNITED STATES	14692	11/05/1993	74/456,197	05/30/1995	1,897,070	REGISTERED	30
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30 - BREAKFAST CEREAL

**THE BREAKFAST OF EVERYDAY CHAMPIONS**

UNITED STATES	18388	08/03/2000	78/019,544	01/01/2002	2,526,173	REGISTERED	30
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30 - CEREAL-DERIVED FOOD PRODUCTS TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD, OR INGREDIENT FOR MAKING FOOD

**THE BREAKFAST OF JACK ARMSTRONG**

UNITED STATES	13700	08/07/1991	192,381	04/06/1993	1,763,777	REGISTERED	30
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30 - BREAKFAST CEREAL

**THE CEREAL WITH A NUTTY DIFFERENCE (CLUSTERS)**

UNITED STATES	16919	12/07/1995	029,524	01/21/1997	2,031,952	REGISTERED	30
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30 - BREAKFAST CEREAL



COUNTRY REFERENCE# FILED APPL# REGDT REG# STATUS CLASSES

**THE TOTAL BEAUTIFICATION SYSTEM**

UNITED STATES 14627 12/16/1986 635,583 02/23/1988 1,477,359 REGISTERED 5  
 5 - DIETARY SUPPLEMENT NUTRIENT DRINK FOR WEIGHT MONITORING PROGRAM

**THE TOTAL SHAPE-UP**

UNITED STATES 14980 COMMON

**THREE BEARS**

UNITED STATES 12553 COMMON 30  
 30 - CEREAL BREAKFAST FOODS

**THRIVE**

UNITED STATES 1675 06/12/1967 273,572 11/14/1967 838,918 REGISTERED 30  
 30 - READY-TO-EAT BREAKFAST CEREAL

**TOT PACK**

UNITED STATES 12427 COMMON

**TOTAL**

UNITED STATES 11724 10/15/1985 563,412 05/20/1986 1,394,264 REGISTERED 30  
 30 - READY-TO-EAT BREAKFAST CEREAL

**TOTAL**

UNITED STATES 1700 03/09/1961 115,229 12/05/1961 724,897 REGISTERED 30  
 30 - WHEAT FLAKES

**TOTAL**

UNITED STATES 17895 09/09/1998 75/550,585 ALLOWED 32  
 32 - NON-CARBONATED FLAVORED DRINKS

**TOTAL**

UNITED STATES 6976 01/31/1978 157,138 05/29/1979 1,119,067 REGISTERED 5  
 5 - MULTI-VITAMIN AND IRON SUPPLEMENTS

**TOTAL NUTRITION**

UNITED STATES 13426 10/09/1990 108,248 05/19/1992 1,687,839 REGISTERED 16  
 16 - NEWSPAPER COLUMN ABOUT FOOD AND NUTRITIONAL ISSUES APPEARING IN VARIOUS PUBLICATIONS

**TOTAL NUTRITION**

UNITED STATES 18509 10/31/2000 78/033,138 PENDING 41  
 41 - AMUSEMENT CENTER SERVICES FEATURING EDUCATIONAL EXHIBITS

**TRIPLES**

UNITED STATES 13317 01/11/1982 345,114 08/07/1984 1,289,241 REGISTERED 30  
 30 - CONFECTIONERY--NAMELY, CHOCOLATE COVERED WAFERS

**TRIX**

UNITED STATES 12769 12/05/1988 767,670 08/15/1989 1,552,170 REGISTERED 30  
 30 - READY-TO-EAT BREAKFAST CEREAL

**TRIX**

UNITED STATES 17373 08/19/1996 75/152834 01/27/1998 2,133,373 REGISTERED 29  
 29 - DEHYDRATED FRUIT SNACKS

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>TRIX</b>							
UNITED STATES	13917	03/17/1993	280,420	06/22/1993	1,778,442	REGISTERED	29
29 - YOGURT							
<b>TRIX (STYLIZED)</b>							
UNITED STATES	1740	05/03/1954	665,588	03/22/1955	603,700	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>TRIX AND DESIGN</b>							
UNITED STATES	12804	12/05/1988	767,669	08/22/1989	1,553,126	REGISTERED	30
30 - READY-TO-EAT BREAKFAST CEREAL							
<b>TRIX AND DESIGN</b>							
UNITED STATES	12923	05/10/1989	799,018	02/06/1990	1,581,803	REGISTERED	30
30 - FROZEN CONFECTIONS							
<b>TRIX ARE FOR KIDS</b>							
UNITED STATES	16425	10/13/1994	581,517	10/03/1995	1,923,941	REGISTERED	30
30 - BREAKFAST CEREAL							
<b>TRIX FRUITY CARNIVAL</b>							
UNITED STATES	18505	10/31/2000	78/033,133			PENDING	41
41 - AMUSEMENT CENTERS							
<b>WAKE UP, EAT BREAKFAST!</b>							
UNITED STATES	17884	06/12/1998	75/500,959			PENDING	30
30 - BREAKFAST CEREAL							
<b>WHEATIES</b>							
UNITED STATES	17913	10/14/1998	75/570,510	01/25/2000	2,311,198	REGISTERED	25
25 - CLOTHING, NAMELY SHIRTS AND HATS							
<b>WHEATIES</b>							
UNITED STATES	1917	12/05/1924	206,336	06/09/1925	199,448	REGISTERED	30
30 - CEREAL FOOD PRODUCT							
<b>WHEATIES</b>							
UNITED STATES	14111	09/28/1992	74/317,873	08/10/1993	1,786,871	REGISTERED	28
28 - ORNAMENTS							
<b>WHEATIES</b>							
UNITED STATES	17914	10/09/1998	75/570,166	06/27/2000	2,363,236	REGISTERED	28
28 - BOARD GAMES							
<b>WHEATIES ENERGY CRUNCH</b>							
UNITED STATES	18370	06/13/2000	78/012,478			PENDING	30
30 - PROCESSED CEREAL-DERIVED FOOD PRODUCT TO BE USED AS A BREAKFAST CEREAL, SNACK FOOD OR INGREDIENT FOR MAKING FOOD.							
<b>WHEATIES HALL OF CHAMPIONS</b>							
UNITED STATES	18504	10/31/2000	78/033,132			PENDING	41
41 - AMUSEMENT CENTERS							

COUNTRY REFERENCE# FILED APPL# REGDT REG# STATUS CLASSES

**WHERE YOUR FAVORITE CEREALS COME TO LIFE!**

UNITED STATES 18502 10/31/2000 78/033,130 PENDING 41

41 - AMUSEMENT CENTERS

A-11

RECORDED: 06/20/2002

TRADEMARK  
REEL: 002535 FRAME: 0435