

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
The Pillsbury Company		06/12/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	General Mills Marketing, Inc.
Street Address:	Number One General Mills Blvd.
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55426
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	1365803	
Registration Number:	1655120	GREEN GIANT SELECT
Registration Number:	2519203	
Registration Number:	2326395	
Registration Number:	2397155	
Registration Number:	0337621	APRIL SHOWERS
Registration Number:	0395930	BINB
Registration Number:	1888658	CREATE A MEAL!
Registration Number:	2375042	CRISP 'N TASTY

CORRESPONDENCE DATA

Fax Number: (763)764-2268
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 763-764-2281
 Email: trade.marks@genmills.com
 Correspondent Name: Gregory P. Kaihoi
 Address Line 1: Number One General Mills Blvd.

CH \$240.00 1365803

Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:

Ruth M. Meger

Total Attachments: 2

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ASSIGNMENT

WHEREAS, The Pillsbury Company, a corporation organized under the laws of the State of Delaware, having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota 55426 has adopted and is the owner of the U.S. trademark registrations set forth on the attached Exhibit A; and

WHEREAS, General Mills Marketing, Inc., a corporation of the state of Delaware having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426, is desirous of acquiring said trademarks and the applications therefore.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, The Pillsbury Company does hereby assign unto General Mills Marketing, Inc. all of its rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, and the registrations therefore.

The Pillsbury Company

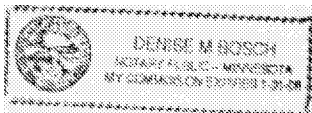
Kathleen M. Curran

Kathleen M. Curran

Assistant Secretary

Title

Date: May 13, 2004



Subscribed and sworn to before me

this 13th day of May, 2004.

Denise M. Bosch

Notary Public

EXHIBIT A

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
SPROUT (Position 2)	1,365,803	October 15, 1985
GREEN GIANT SELECT	1,655,120	August 27, 1991
GIANT (Sound)	2,519,203	December 18, 2001
SPROUT (Position 4)	2,326,395	March 7, 2000
SPROUT (Position 4)	2,397,155	October 24, 2000
APRIL SHOWERS	337,621	August 11, 1936
B IN B	395,930	June 16, 1942
CREATE A MEAL!	1,888,658	April 11, 1995
CRISP 'N TASTY	2,375,042	August 8, 2000