

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion from a Corporation to a Limited Liability Company

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Pillsbury Company		05/14/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The Pillsbury Company, LLC
Street Address:	Number One General Mills Boulevard
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55426
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	0402416	RY-BLEN-DO
Serial Number:	78007835	SMART CHOICE
Serial Number:	78330694	SMART CHOICE
Registration Number:	0298293	SNO SHEEN
Registration Number:	0700702	SO STRONG
Registration Number:	2580856	SPECIAL RECIPE
Registration Number:	2562026	STRUDEL BITES
Registration Number:	1665565	STRUDEL STICKS
Registration Number:	2562027	STRUDEL STICKS
Registration Number:	0699099	SUPERAISE

CORRESPONDENCE DATA

Fax Number: (763)764-2268
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 763-764-2281

CH \$265.00 0402416

Email: trade.marks@genmills.com
Correspondent Name: Gregory P. Kaihoi
Address Line 1: Number One General Mills Boulevard
Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:	Ruth M. Meger
Signature:	/RM Meger/
Date:	06/04/2008
Total Attachments: 1 source=Certificate of Conversion from a Corp. to a LLC#page1.tif	

**STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY COMPANY ACT**

The undersigned, an authorized person of The Pillsbury Company, LLC, a Delaware limited liability company (the "Company"), hereby states the following on behalf of the Company and The Pillsbury Company, a Delaware corporation (the "Corporation"), as is required by Section 18-214 of the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.):

1. The jurisdiction where the Corporation first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certificate is Delaware.
3. The date the Corporation first formed is September 25, 1935.
4. The name of the Corporation immediately prior to filing this Certificate is The Pillsbury Company.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is The Pillsbury Company, LLC.
6. The conversion will be effective at 12:01 a.m., Delaware time, on May 21, 2008.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion as of May 14, 2008.

**THE PILLSBURY COMPANY, LLC
(a Delaware limited liability company)**



By: Christopher A. Rauschi
Its: Authorized Person