

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Malt-O-Meal Company		02/07/2012	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	MOM Brands Company
Street Address:	2700 IDS Center 80 S. 8th Street
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55402
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 170

Property Type	Number	Word Mark
Serial Number:	85395254	LI'L OATY'S "O"PPROVAL
Serial Number:	77643845	CRUNCHEEOS
Serial Number:	85342893	BERRY GOODNESS
Serial Number:	77680269	SIMPLE GOODNESS
Serial Number:	77680313	NEW TRADITIONS
Serial Number:	77762242	CHOICE OF A NEW GENERATION
Serial Number:	77869971	HONEY NUT HARVEST O'S
Serial Number:	77885165	BAG THE BOX
Serial Number:	77936426	CINNAMON BLISS
Serial Number:	77936424	HONEY GRAHAM BLISS
Serial Number:	77936420	HONEY PUFFED DELIGHT
Serial Number:	77936414	HONEY OAT MEDLEY
Serial Number:	77936411	SWEET WHEAT BUNDLES
Serial Number:	77936408	MARSHMALLOW MOMENT

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Serial Number:	77936407	WHOLE WHEAT BUNDLES
Serial Number:	77963489	GRAHAM SQUARES
Serial Number:	85161176	MOM BRANDS
Serial Number:	85172880	GO BOXLESS. GO GREEN.
Serial Number:	85172885	BETTER FOR THE EARTH ONE BOWL AT A TIME.
Serial Number:	85172888	THINK OUTSIDE THE BOX.
Serial Number:	85193238	MARSHMALLOW MINI'S
Serial Number:	85235967	SCRUMPCHEES
Serial Number:	85237969	TUMBLE WHEATS
Serial Number:	85251638	LESS SPENDY, EARTH FRIENDLY, SO TASTY.
Serial Number:	77415322	24/7
Serial Number:	85289040	BIG HEARTS
Serial Number:	77658190	GRAINS OF CHANGE
Serial Number:	77665410	AMAZIN' OATS
Serial Number:	77672212	NATIVE GRAINS
Serial Number:	85001693	MAPLE LOVERS
Serial Number:	85003967	BERRY LOVERS
Serial Number:	85062087	VOAT
Serial Number:	85128172	I WHEAT
Serial Number:	85155231	I FARINA
Serial Number:	85277104	SCRUMPTIOUS
Serial Number:	85289031	AMPLE OATS
Serial Number:	85394411	VERY BERRY MEDLEY
Serial Number:	85394417	DOUBLE ALMOND DELIGHT
Serial Number:	85394428	COCOA MINT DREAM
Serial Number:	85394422	COCOA RASPBERRY TEMPTATION
Serial Number:	85394429	CARAMEL PECAN JOY
Serial Number:	85395565	BAG THE BOX
Serial Number:	85410489	CHOCOLATEY BANANA CHEER
Serial Number:	85410481	CHOCOLATEY CHERRY JUBILATION
Serial Number:	85410478	TRUE BLUEBERRY DUET
Serial Number:	85443593	ZIP. ZIP. YUM.
Serial Number:	85476263	CHOCO CHOMP
Serial Number:	85498434	BETTERRICE
Serial Number:	85498431	BETTERGRITS

TRADEMARK

REEL: 004723 FRAME: 0369

	85498427	BETTERWHEAT
Serial Number:	85504693	12 LAYERS OF HAPPINESS
Serial Number:	85511752	HONEY GRAHAM CRUNCH
Serial Number:	85526857	CRISPY COCOA RICE
Serial Number:	85526930	MALT O MEAL CEREALS
Serial Number:	73054973	TOASTY O'S
Serial Number:	71081527	MALT-O-MEAL
Serial Number:	77004613	MALT-O-MEAL
Serial Number:	73715887	TOOTIE FRUITIES
Serial Number:	73831008	FRUIT & FROSTED O'S
Serial Number:	74155321	FROSTED FRUIT O'S
Serial Number:	74404645	GOLDEN PUFFS
Serial Number:	74378733	MARSHMALLOW TREASURES
Serial Number:	74421859	APPLE & CINNAMON TOASTED OATS
Serial Number:	74422104	HONEY & NUT TOASTED OATS
Serial Number:	74422200	TOASTED OATS
Serial Number:	74421853	FROSTED FRUIT O'S
Serial Number:	74445967	COCO-ROOS
Serial Number:	74446324	MARSHMALLOW MATEYS
Serial Number:	74466468	COCOA COMETS
Serial Number:	74488061	CORN BURSTS
Serial Number:	74503563	GOLDEN CORN NUGGETS
Serial Number:	74691886	COLOSSAL CRUNCH
Serial Number:	75004076	BERRY COLOSSAL CRUNCH
Serial Number:	75019209	CRAZY CRUNCH
Serial Number:	75025043	FROSTED WHEAT-FULS
Serial Number:	75025039	FROSTED MINI SPOONERS
Serial Number:	75088747	BERRY CRAZY CRUNCH
Serial Number:	75245401	BALANCE
Serial Number:	75245542	HEARTY START
Serial Number:	75346234	HONEY BUZZERS
Serial Number:	75456725	APPLE ZINGS
Serial Number:	75445251	APPLE CRUNCHIES
Serial Number:	75486519	BETCHA CAN'T TASTE THE DIFFERENCE
Serial Number:	76000386	COOL BLUE & LI' L OATY

	75536990	FRUITY DYNO-BITES
Serial Number:	75626946	COCOA DYNO-BITES
Serial Number:	75570578	FRUIT RAGEOUS
Serial Number:	75570470	COCOA RAGEOUS
Serial Number:	75662191	HEARTY TRADITIONS
Serial Number:	76074956	CINNI-MINI CRUNCH
Serial Number:	77623832	HONEY GRAHAM SQUARES
Serial Number:	76436589	MALT-O-MEAL ORIGINALS
Serial Number:	74326019	COCOA BLASTS
Serial Number:	77166033	MARSHMALLOW SAFARI
Serial Number:	76485554	HONEY GRAHAMS
Serial Number:	77166031	FROSTED FLAKERS
Serial Number:	74722644	FRUITANGY O'S
Serial Number:	78340069	TOASTERS
Serial Number:	78348200	MUFFIN TOPS
Serial Number:	78379087	MALT-O-MEAL MEANS MORE
Serial Number:	78399636	POUR FRESH
Serial Number:	78443903	SCOOTERS
Serial Number:	78443957	SPOONERS
Serial Number:	78464484	BLUEBERRY CRUNCH
Serial Number:	78510878	MOM'S BEST
Serial Number:	78581711	BLENDERS
Serial Number:	78714172	DYNO-BITES
Serial Number:	78714296	MATEYS
Serial Number:	78796112	LIFETIME
Serial Number:	78820893	HONEY & OAT MIXERS
Serial Number:	78863478	CEREAL SNACKERS
Serial Number:	78886049	REAL DEAL
Serial Number:	78895971	MOM'S BEST NATURALS
Serial Number:	78897313	WHEAT-FULS
Serial Number:	77048577	MALLOW-OATS
Serial Number:	77083809	TOASTED CINNAMON SQUARES
Serial Number:	77083810	OATS & HONEY BLEND
Serial Number:	77109236	HONEY-FUL WHEAT
Serial Number:	77113617	CHOCOLATE MARSHMALLOW MATEYS

TRADEMARK
REEL: 004723 FRAME: 0371

	77123149	CHOC-COLOSSAL CRUNCH
Serial Number:	77169808	CEREAL CENTRAL
Serial Number:	77167143	SWEET PUFFS
Serial Number:	77209672	SALLY'S
Serial Number:	77199177	COOL BLUE LI'L OATY
Serial Number:	77227159	COCOA BRONTO BITES
Serial Number:	77227163	FRUITY BRONTO BITES
Serial Number:	77567856	MARSHMALLOW OATIES
Serial Number:	77567863	SWEET WHEAT
Serial Number:	77567867	CINNAMON SWEETS
Serial Number:	77603855	
Serial Number:	77550612	THREE SISTERS
Serial Number:	77567857	HONEY OATIES
Serial Number:	77567853	HONEY'N OATS
Serial Number:	77591141	BLUEBERRY MUFFIN SQUARES
Serial Number:	77603854	DITCH THE BOX AND SAVE A TREE
Serial Number:	77731814	MILLION BOWLS
Serial Number:	77838928	BEAR RIVER VALLEY
Serial Number:	77851552	ISABEL'S WAY
Serial Number:	77866047	CINNAMON TRACKERS
Serial Number:	77866043	HONEY GRAHAM TRACKERS
Serial Number:	77866042	HONEY NUT ROUNDERS
Serial Number:	77866040	MARSHMALLOW AVALANCHE
Serial Number:	77866038	CANYON CREEK CRUNCH
Serial Number:	77869958	CINNAMON STREUSEL SQUARES
Serial Number:	77869972	HONEY GRAHAM CRISP
Serial Number:	77870021	FROSTED WHEAT BISCUITS
Serial Number:	77869968	MARSHMALLOW FIELDS
Serial Number:	77869965	CALICO BUNCH CRUNCH
Serial Number:	77869962	SIMPLE WHEAT BISCUITS
Serial Number:	77869961	HONEY KISSED WHEAT PUFFS
Serial Number:	77933518	TOASTED TUMBLE WHEATS
Serial Number:	85018282	M
Serial Number:	85053658	BAG THE BOX COM
Serial Number:	85058512	75% LESS PACKAGING. 100% SMARTER.

TRADEMARK

REEL: 004723 FRAME: 0372

	77415311	I OATS
Serial Number:	77208147	RED ENGINE FOODS
Serial Number:	77430389	OATHEADS
Serial Number:	77505668	OAT REVOLUTION
Serial Number:	77505673	MMM...MUFFINS
Serial Number:	77232275	ABUNDANCE
Serial Number:	77609524	RAW PURE & SIMPLE
Serial Number:	77649098	OAT FIT
Serial Number:	77658193	LAVISH
Serial Number:	76543156	GOOD 'N HEARTY
Serial Number:	77815226	BETTEROATS
Serial Number:	77899329	MEASURING CUP POUCH
Serial Number:	74368109	FARINA CREAMY HOT WHEAT CEREAL
Serial Number:	74463401	FARINA MILLS
Serial Number:	85406906	GREENEST CLASSROOM
Serial Number:	85406911	GREENEST CLASSROOM CONTEST

CORRESPONDENCE DATA

Fax Number: (612)332-9081

Phone: 612.332.5300

Email: lstrom@merchantgould.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Merchant & Gould P.C.

Address Line 1: P.O. Box 2910

Address Line 4: MINNEAPOLIS, MINNESOTA 55402-0910

ATTORNEY DOCKET NUMBER:	947.0000001
NAME OF SUBMITTER:	John A. Clifford
Signature:	/John A. Clifford/
Date:	02/24/2012

Total Attachments: 0

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