

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
General Mills, Inc.		06/01/2012	CORPORATION:

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 299

Property Type	Number	Word Mark
Registration Number:	3924266	ALL ACES
Registration Number:	1302980	ALL TRUMPS
Registration Number:	3773765	AMERICA'S FAVORITE FROSTING
Registration Number:	3791018	AMPED UP TASTE
Registration Number:	4018221	
Registration Number:	3714840	ASIAN CHICKEN HELPER
Registration Number:	1963264	BAC-OS
Registration Number:	0811099	BAC*OS
Registration Number:	2127341	BAC-OS MAKES EVERY BITE BETTER
Registration Number:	3864781	BAKE LIFE SWEETER
Registration Number:	3891517	BAKE THE CHANGE
Registration Number:	4078213	BE A DOUGHMINATOR
Registration Number:	3653307	BE RACE READY
Registration Number:	3017928	BERRY BERRY COOL

CH \$7490.00 3924266

Registration Number:	3264582	BERRY BERRY TWIST
Registration Number:	2168619	BERRY TIE-DYE
Registration Number:	0945806	BETTY CROCKER
Registration Number:	1517738	BETTY CROCKER
Registration Number:	1742305	BETTY CROCKER
Registration Number:	1841187	BETTY CROCKER
Registration Number:	1812606	BETTY CROCKER
Registration Number:	1350888	BETTY CROCKER
Registration Number:	1766073	BETTY CROCKER
Registration Number:	3310843	BETTY CROCKER
Registration Number:	3492209	BETTY CROCKER
Registration Number:	3947950	BETTY CROCKER
Registration Number:	1654991	BETTY CROCKER
Registration Number:	1198117	BETTY CROCKER
Registration Number:	1938591	BETTY CROCKER
Registration Number:	0814113	BETTY CROCKER
Registration Number:	0716936	BETTY CROCKER
Registration Number:	2569884	BETTY CROCKER
Registration Number:	1705057	BETTY CROCKER
Registration Number:	1259342	BETTY CROCKER
Registration Number:	1619200	BETTY CROCKER
Registration Number:	1814296	BETTY CROCKER
Registration Number:	1706830	BETTY CROCKER
Registration Number:	1357043	BETTY CROCKER
Registration Number:	0973156	BETTY CROCKER
Registration Number:	1259343	BETTY CROCKER
Registration Number:	1512284	BETTY CROCKER
Registration Number:	1412550	BETTY CROCKER
Registration Number:	1763105	BETTY CROCKER
Registration Number:	1624781	BETTY CROCKER
Registration Number:	1942586	BETTY CROCKER
Registration Number:	0633284	BETTY CROCKER
Registration Number:	0858235	BETTY CROCKER
Registration Number:	1198118	BETTY CROCKER
Registration Number:	3251808	BETTY CROCKER

	3251807	BETTY CROCKER
Registration Number:	2452977	BETTY CROCKER
Registration Number:	0536524	BETTY CROCKER
Registration Number:	2565943	BETTY CROCKER BOWL APPETIT
Registration Number:	2931830	BETTY CROCKER COMPLETE DESSERTS
Registration Number:	3309484	BETTY CROCKER SEASONED SKILLETS
Registration Number:	0945279	BETTY CROCKER
Registration Number:	2533079	BETTY'S KITCHEN
Registration Number:	0997370	BISQUICK
Registration Number:	3310844	BISQUICK
Registration Number:	0289319	BISQUICK
Registration Number:	3140426	BISQUICK HEART SMART
Registration Number:	3803146	BISQUICK ORIGINAL PANCAKE AND BAKING MIX
Registration Number:	3803151	BISQUICK ORIGINAL PANCAKE AND BAKING MIX
Registration Number:	3301817	BLASTIN' BERRY HOT COLORS
Registration Number:	1817496	BLAZIN' BLUE
Registration Number:	3389613	BLUE RASPBERRY RAGE
Registration Number:	3242500	BOWL APPETIT!
Registration Number:	3378189	BOX TOPS FOR EDUCATION
Registration Number:	3597701	BOX TOPS MARKETPLACE
Registration Number:	0792328	BUGLES
Registration Number:	1929420	
Registration Number:	3360976	BUNGEE FRUIT
Registration Number:	1807781	CAMEO
Registration Number:	3973902	CHAMPIONS FOR HEALTHY KIDS
Registration Number:	2849632	CHERRY ORANGE WILDFIRE
Registration Number:	3985200	CHERRY ORCHARD
Registration Number:	1306264	CHICKEN HELPER
Registration Number:	3714841	CHICKEN HELPER
Registration Number:	2198461	COLOMBO
Registration Number:	1236564	COLOMBO
Registration Number:	1884072	COLOMBO
Registration Number:	1604859	COLOMBO
Registration Number:	0948642	COLOMBO
Registration Number:	2018197	COLOR BY THE FOOT

	3335795	COOL CHIX
Registration Number:	3555014	COOL PRINTZ
Registration Number:	3330305	CRAZY PIX
Registration Number:	3967017	
Registration Number:	3697018	CREATE-A DINO
Registration Number:	4016788	DECADENT SUPREME
Registration Number:	3841113	DINNER MADE EASY
Registration Number:	1755584	DUNKAROOS
Registration Number:	3464148	EAT BETTER AMERICA
Registration Number:	3981676	EBOXTOPS
Registration Number:	1784945	ELECTRIC YELLOW
Registration Number:	3555013	ENDLESS ADVENTURES
Registration Number:	2026158	EVERYTHING YOU NEED TO KNOW TO COOK
Registration Number:	3234880	EZ PRO
Registration Number:	3242423	EZ PRO
Registration Number:	3374512	FAIRYTALE PRINCESS
Registration Number:	3800873	FEEDING DREAMS
Registration Number:	3143609	FLAVOR SHOCK
Registration Number:	1771659	FRUIT BY THE FOOT
Registration Number:	3689405	FRUIT BY THE FOOT MINI FEET
Registration Number:	2141941	FRUIT GUSHERS
Registration Number:	3386132	FRUIT PUNCH CHARGE
Registration Number:	3325438	FRUIT RIPPLES
Registration Number:	1127591	FRUIT ROLL-UPS
Registration Number:	3313318	FRUIT ROLL-UPS FRUIT STACKERZ
Registration Number:	3525520	FRUIT ROLL-UPS FRUIT STICKERZ
Registration Number:	3760209	FRUIT ROLL-UPS MINI ROLLS
Registration Number:	3330301	FRUIT STACKERZ
Registration Number:	3525519	FRUIT STICKERZ
Registration Number:	1978915	FRUITOMIC PUNCH
Registration Number:	4106916	FUN DA-MIDDLES
Registration Number:	4050673	FUN DA-MIDDLES
Registration Number:	3045207	G PROMOTIONAL LOGISTICS
Registration Number:	2928982	G.M. 44
Registration Number:	3760125	GAMETIME GIVEAWAY

TRADEMARK

REEL: 004838 FRAME: 0351

	1763108	GEN SNACKS
Registration Number:	1182343	GENERAL MILLS
Registration Number:	2657699	GENERAL MILLS & YOU HEALTHY FOOD FOR HEALTHY FAMILIES
Registration Number:	0408285	GM GENERAL MILLS, INC.
Registration Number:	3193406	GLUTENFREEDOM
Registration Number:	1544732	GOLD MEDAL
Registration Number:	0573406	GOLD MEDAL
Registration Number:	0788813	GOLD MEDAL
Registration Number:	0766829	GOLD MEDAL
Registration Number:	0568587	GOLD MEDAL
Registration Number:	1544734	GOLD MEDAL
Registration Number:	0983444	GOLD MEDAL
Registration Number:	1544731	GOLD MEDAL
Registration Number:	3007849	MEDALLA DE ORO
Registration Number:	0550922	GOLD MEDAL CREAM OF RYE
Registration Number:	0631875	GOLD MEDAL SUPERLATIVE
Registration Number:	0788797	GOLD MEDAL WONDRA
Registration Number:	0777123	GOLDEN GATE
Registration Number:	1302979	GOLDEN SHIELD
Registration Number:	2779664	GOLDEN VALLEY
Registration Number:	3890154	GROWING LOCAL LEARNING
Registration Number:	1681635	GUSHERS
Registration Number:	1841959	HAMBURGER HELPER
Registration Number:	1612249	HAMBURGER HELPER
Registration Number:	0891676	HAMBURGER HELPER
Registration Number:	3718173	HAMBURGER HELPER
Registration Number:	1088265	
Registration Number:	1623901	HARVEST KING
Registration Number:	3663674	HEALTH NUMBER
Registration Number:	3996405	HEALTHIFIED
Registration Number:	3746785	HEALTHIFY MY RECIPE
Registration Number:	1390099	HELMET
Registration Number:	0977430	HELPER
Registration Number:	3794550	HELPER COMPLETE MEALS

Registration Number:	1918186	HELPING HAND
Registration Number:	2552575	HI-POWER
Registration Number:	1954296	HOT COLORS
Registration Number:	1754103	HOT SECRET
Registration Number:	3812773	
Registration Number:	3667727	HOW DO YOU ROLL
Registration Number:	3663659	I MY SCHOOL
Registration Number:	3804003	INSPIRING AMERICA TO COOK AT HOME
Registration Number:	0134297	IRON DUKE
Registration Number:	1623902	KING KAISER
Registration Number:	0047508	KING WHEAT
Registration Number:	3832791	LET'S BAKE A MOMENT TOGETHER
Registration Number:	3923139	LIVE GLUTEN FREELY
Registration Number:	3641100	LONG ON FUN
Registration Number:	2413040	MEDALLION
Registration Number:	1500015	MEDALLION LABORATORIES
Registration Number:	3642943	ML MEDALLION LABS
Registration Number:	3152351	MICROWAVE SINGLES
Registration Number:	3894015	MIX IT UP! WITH BETTY
Registration Number:	3894033	MIX IT UP! WITH BETTY
Registration Number:	4046360	MOOD MORPHERS
Registration Number:	3607486	MOUTH MIXERS
Registration Number:	3073311	MOUTH MORPHERS!
Registration Number:	3426213	MYHOMETOWNHELPER.COM
Registration Number:	3760092	MYSTERY VARIETY PACK
Registration Number:	1050871	NATURE VALLEY
Registration Number:	0965714	NATURE VALLEY
Registration Number:	1211778	NATURE VALLEY
Registration Number:	3309527	NATURE VALLEY FRUIT CRISPS
Registration Number:	3696897	ONE BOX WONDER!
Registration Number:	3286875	ONE POUND. ONE PAN. ONE HAPPY FAMILY.
Registration Number:	3316746	ONE POUND. ONE PAN. ONE HAPPY FAMILY.
Registration Number:	3865159	ONE POUND. ONE PAN. ONE TASTY MEAL.
Registration Number:	3104953	OTHER SNACKS ARE POINTLESS
Registration Number:	3881389	PANCAKE NATION

TRADEMARK

REEL: 004838 FRAME: 0353

	3547581	PINK TOGETHER
Registration Number:	1192840	POLLYANNA
Registration Number:	0788805	POTATO BUDS
Registration Number:	3664768	POUND FOR POUND
Registration Number:	3664750	POUND FOR POUND CHALLENGE
Registration Number:	3299396	POWER CAT
Registration Number:	3693804	PUNCH BERRY
Registration Number:	0293896	PURASNOW
Registration Number:	3829741	QUE RICA VIDA
Registration Number:	3841431	QUE RICA VIDA
Registration Number:	3938995	QUE RICA VIDA
Registration Number:	3493603	REAL PANCAKES. REAL GOOD.
Registration Number:	4139816	RED SPOON SQUAD
Registration Number:	1331133	REMARKABLE
Registration Number:	3670015	RESTAURANT FAVORITES
Registration Number:	3970699	REX ROYAL
Registration Number:	3517961	ROLL AROUND THE WORLD
Registration Number:	1711965	SALUTE TO SAVINGS
Registration Number:	1607578	SALUTE TO SAVINGS
Registration Number:	3562533	SAVE THE TRAILS
Registration Number:	3819960	SCRATCH BAKERS' CLUB
Registration Number:	1773781	SCREAMIN' GREEN
Registration Number:	1626182	SHAKE 'N POUR
Registration Number:	1562388	SHARK BITES
Registration Number:	4049690	SHOW YOUR HELPING HAND
Registration Number:	1772501	SIZZLING RED
Registration Number:	1832362	SLENDER SENSATIONS
Registration Number:	3740686	SPACE STATION
Registration Number:	0645830	SPERRY
Registration Number:	0172638	SPERRY BLOSSOMS
Registration Number:	3667705	SPLATZ
Registration Number:	3253702	
Registration Number:	3256051	
Registration Number:	2841559	SPOONFULS OF STORIES
Registration Number:	3023561	SPOONFULS OF STORIES

TRADEMARK

REEL: 004838 FRAME: 0354

	4046599	
Registration Number:	3726453	STAY IN AND GO ALL OUT!
Registration Number:	3799459	STRAWBERRY CRAZE
Registration Number:	3744656	STRAWBERRY KIWI KICK
Registration Number:	3386129	STRAWBERRY LEMONADE JOLT
Registration Number:	1709429	STRAWBERRY SPLASH
Registration Number:	3749813	STRAWBERRY SPLASH
Registration Number:	3386131	STRAWBERRY WATERMELON RUSH
Registration Number:	3555012	STYLIN' STRAWBERRY
Registration Number:	3683505	FIRST-CLASS MAIL INTERNATIONAL
Registration Number:	1408814	SUDDENLY SALAD
Registration Number:	3325894	SUNBERRY BURST
Registration Number:	1110636	SUPER MOIST
Registration Number:	1239624	SUPER MOIST
Registration Number:	0072916	SUPREME
Registration Number:	4062528	SWEET REWARDS
Registration Number:	2025280	SWEET REWARDS
Registration Number:	2083704	SWEET REWARDS
Registration Number:	3811701	TABLESPOON
Registration Number:	1404299	TACOBAKE
Registration Number:	2487666	THE BIG RED COOKBOOK
Registration Number:	3309891	THE CEREAL NATURE INTENDED
Registration Number:	1460265	THE HELPERS
Registration Number:	3744696	THE MIXER
Registration Number:	3894555	THE TASTE NATURE INTENDED
Registration Number:	3386111	TONGUE PRINTS
Registration Number:	3994049	
Registration Number:	1401706	TRI HEALTHALON
Registration Number:	2924165	TRIPLE BERRY SHOCK
Registration Number:	3555011	TROPICAL THRILL
Registration Number:	2555914	TROPICAL TIE-DYE
Registration Number:	0972518	TUNA HELPER
Registration Number:	3714842	TUNA HELPER
Registration Number:	3151956	WARM DELIGHTS
Registration Number:	0013253	WASHBURN'S GOLD MEDAL

TRADEMARK

REEL: 004838 FRAME: 0355

	2133374	WATERMELON BLAST
Registration Number:	0102229	WHEAT A LAXA
Registration Number:	3765347	WICKED WEBS
Registration Number:	3386130	WILD CHERRY ZING
Registration Number:	3544067	WILD ONES
Registration Number:	3788940	WILDBERRY PUNCH
Registration Number:	1510342	WONDRA
Registration Number:	4063412	YOUR WARM CHOCOLATE MOMENT IS JUST MINUTES AWAY
Serial Number:	85629093	BETTY CROCKER
Serial Number:	85331202	BETTY CROCKER
Serial Number:	85331388	BETTY CROCKER
Serial Number:	85538110	BUILDING WITH BOX TOPS
Serial Number:	85543119	DOUBLE DARE BERRY
Serial Number:	85162087	EVERYTHING YOU NEED
Serial Number:	85162083	EVERYTHING YOU NEED
Serial Number:	85155725	FOODGPS
Serial Number:	85632496	FRUIT GUSHERS
Serial Number:	85631347	FRUIT ROLL-UPS
Serial Number:	85400335	GEOS
Serial Number:	85088628	GLUTEN FREELY
Serial Number:	85517707	GOLD MEDAL THE MEASURE OF QUALITY GUARANTEED PREMIUM QUALITY SINCE 1880 GOLD MEDAL
Serial Number:	85486804	HEART TO CART
Serial Number:	85548441	HELP IS ON THE WAY
Serial Number:	85411430	HIDDEN WHOLE WHEAT
Serial Number:	85509241	LIVE BETTER AMERICA
Serial Number:	85456470	MUSICA Y SABOR
Serial Number:	85339634	NATURE AT ITS MOST DELICIOUS
Serial Number:	85300054	NATURE VALLEY
Serial Number:	85544763	NATURE VALLEY 100% NATURAL
Serial Number:	78835265	QUE RICA VIDA
Serial Number:	85202829	RECHARGE
Serial Number:	85508456	SPRING-KLES
Serial Number:	85515062	STAR SPANGLED

Serial Number:	85277009	THE DOUGHMINATORS
Serial Number:	85575708	WHERE DO YOU TAKE YOUR BAR?
Registration Number:	2890576	COMPLETE DESSERTS
Registration Number:	3697019	CREATE-A BUG
Registration Number:	3697016	FLAVOR KICKERS
Registration Number:	3984617	GENERAL MILLS BREAK INSPIRATIONS
Registration Number:	0396473	SURELOAF
Serial Number:	85399993	SUCCESS MADE SIMPLE

CORRESPONDENCE DATA

Fax Number: 7637642268
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 763-764-2593
Email: trade.marks@genmills.com
Correspondent Name: Ann Hinrichs
Address Line 1: Number One General Mills Boulevard
Address Line 4: Minneapolis, MINNESOTA 55426

NAME OF SUBMITTER:	Ann M. Hinrichs
Signature:	/Ann M. Hinrichs/
Date:	08/08/2012

Total Attachments: 7
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SCHEDULE A – TRADEMARK ASSIGNMENT

TRADEMARK	REG. NO.	STATUS	REG. DATE
ALL ACES	3,924,266	REGISTERED	02/22/2011
ALL TRUMPS	1,302,980	REGISTERED	10/30/1984
AMERICA'S FAVORITE FROSTING	3,773,765	REGISTERED	04/06/2010
AMPED UP TASTE	3,791,018	REGISTERED	05/18/2010
APPLE (DESIGN ONLY, v1)	4,018,221	REGISTERED	08/30/2011
ASIAN CHICKEN HELPER (DESIGN, v1)	3,714,840	REGISTERED	11/24/2009
BAC-OS	1,963,264	REGISTERED	03/19/1996
BAC-OS	811,099	REGISTERED	07/12/1966
BAC-OS MAKES EVERY BITE BETTER	2,127,341	REGISTERED	01/06/1998
BAKE LIFE SWEETER	3,864,781	REGISTERED	10/19/2010
BAKE THE CHANGE	3,891,517	REGISTERED	12/14/2010
BE A DOUGHMINATOR	4,078,213	REGISTERED	12/27/2011
BE RACE READY	3,653,307	REGISTERED	07/14/2009
BERRY BERRY COOL	3,017,928	REGISTERED	11/22/2005
BERRY BERRY TWIST	3,264,582	REGISTERED	07/17/2007
BERRY TIE-DYE	2,168,619	REGISTERED	06/23/1998
BETTY CROCKER	945,806	REGISTERED	10/24/1972
BETTY CROCKER	1,517,738	REGISTERED	12/27/1988
BETTY CROCKER	1,742,305	REGISTERED	12/22/1992
BETTY CROCKER	1,841,187	REGISTERED	06/21/1994
BETTY CROCKER	1,812,606	REGISTERED	12/21/1993
BETTY CROCKER	1,350,888	REGISTERED	07/23/1985
BETTY CROCKER	1,766,073	REGISTERED	04/20/1993
BETTY CROCKER	3,310,843	REGISTERED	10/16/2007
BETTY CROCKER	3,492,209	REGISTERED	08/26/2008
BETTY CROCKER	3,947,950	REGISTERED	04/19/2011
BETTY CROCKER	1,654,991	REGISTERED	08/27/1991
BETTY CROCKER	1,198,117	REGISTERED	06/15/1982
BETTY CROCKER	1,938,591	REGISTERED	11/28/1995
BETTY CROCKER	814,113	REGISTERED	08/30/1966
BETTY CROCKER	716,936	REGISTERED	06/13/1961
BETTY CROCKER	2,569,884	REGISTERED	05/14/2002
BETTY CROCKER	1,705,057	REGISTERED	08/04/1992
BETTY CROCKER	1,259,342	REGISTERED	11/29/1983
BETTY CROCKER (DESIGN, v1)	1,619,200	REGISTERED	10/23/1990
BETTY CROCKER (DESIGN, v1)	1,814,296	REGISTERED	12/28/1993
BETTY CROCKER (DESIGN, v1)	1,706,830	REGISTERED	08/11/1992
BETTY CROCKER (DESIGN, v2)	1,357,043	REGISTERED	08/27/1985
BETTY CROCKER (DESIGN, v2)	973,156	REGISTERED	11/20/1973
BETTY CROCKER (DESIGN, v6)	1,259,343	REGISTERED	11/29/1983
BETTY CROCKER (DESIGN, v7)	1,512,284	REGISTERED	11/15/1988
BETTY CROCKER (DESIGN, v7)	1,412,550	REGISTERED	10/07/1986
BETTY CROCKER (DESIGN, v7)	1,763,105	REGISTERED	04/06/1993
BETTY CROCKER (DESIGN, v7)	1,624,781	REGISTERED	11/27/1990
BETTY CROCKER (DESIGN, v7)	1,942,586	REGISTERED	12/19/1995
BETTY CROCKER (DESIGN, v7)	633,284	REGISTERED	08/21/1956
BETTY CROCKER (DESIGN, v7)	858,235	REGISTERED	10/08/1968
BETTY CROCKER (DESIGN, v7)	1,198,118	REGISTERED	06/15/1982
BETTY CROCKER (DESIGN, v7)	3,251,808	REGISTERED	06/12/2007
BETTY CROCKER (DESIGN, v7)	3,251,807	REGISTERED	06/12/2007

TRADEMARK	REG. NO.	STATUS	REG. DATE
BETTY CROCKER (DESIGN, v7)	2,452,977	REGISTERED	05/22/2001
BETTY CROCKER (STYLIZED, v1)	536,524	REGISTERED	01/16/1951
BETTY CROCKER BOWL APPETIT	2,565,943	REGISTERED	04/30/2002
BETTY CROCKER COMPLETE DESSERTS	2,931,830	REGISTERED	03/08/2005
BETTY CROCKER SEASONED SKILLETS	3,309,484	REGISTERED	10/09/2007
BETTY CROCKER'S	945,279	REGISTERED	10/17/1972
BETTY'S KITCHEN	2,533,079	REGISTERED	01/22/2002
BISQUICK	997,370	REGISTERED	11/05/1974
BISQUICK	3,310,844	REGISTERED	10/16/2007
BISQUICK (STYLIZED, v1)	289,319	REGISTERED	11/24/1931
BISQUICK HEART SMART	3,140,426	REGISTERED	09/05/2006
BISQUICK ORIGINAL PANCAKE AND BAKING MIX (DESIGN v1)	3,803,146	REGISTERED	06/15/2010
BISQUICK ORIGINAL PANCAKE AND BAKING MIX (DESIGN v1)	3,803,151	REGISTERED	06/15/2010
BLASTIN' BERRY HOT COLORS	3,301,817	REGISTERED	10/02/2007
BLAZIN' BLUE (FRUIT ROLL-UPS)	1,817,496	REGISTERED	01/18/1994
BLUE RASPBERRY RAGE	3,389,613	REGISTERED	02/26/2008
BOWL APPETIT!	3,242,500	REGISTERED	05/15/2007
BOX TOPS FOR EDUCATION	3,378,189	REGISTERED	02/05/2008
BOX TOPS MARKETPLACE	3,597,701	REGISTERED	03/31/2009
BUGLES	792,328	REGISTERED	07/06/1965
BUGLES (SHAPE, v1)	1,929,420	REGISTERED	10/24/1995
BUNGEE FRUIT	3,360,976	REGISTERED	12/25/2007
CAMEO	1,807,781	REGISTERED	11/30/1993
CHAMPIONS FOR HEALTHY KIDS	3,973,902	REGISTERED	06/07/2011
CHERRY ORANGE WILDFIRE	2,849,632	REGISTERED	06/01/2004
CHERRY ORCHARD	3,985,200	REGISTERED	06/28/2011
CHICKEN HELPER	1,306,264	REGISTERED	11/20/1984
CHICKEN HELPER (DESIGN, v1)	3,714,841	REGISTERED	11/24/2009
COLOMBO	2,198,461	REGISTERED	10/20/1998
COLOMBO	1,236,564	REGISTERED	05/03/1983
COLOMBO (DESIGN, v1)	1,884,072	REGISTERED	03/14/1995
COLOMBO (DESIGN, v1)	1,604,859	REGISTERED	07/03/1990
COLOMBO (STYLIZED, v3)	0,948,642	REGISTERED	12/12/1972
COLOR BY THE FOOT	2,018,197	REGISTERED	11/19/1996
COMPLETE DESSERTS	2,890,576	REGISTERED	09/28/2004
COOL CHIX	3,335,795	REGISTERED	11/13/2007
COOL PRINTZ	3,555,014	REGISTERED	12/30/2008
CRAZY PIX	3,330,305	REGISTERED	11/06/2007
CREATE-A	3,967,017	REGISTERED	10/13/2009
CREATE-A BUG	3,697,019	REGISTERED	10/13/2009
CREATE-A DINO	3,697,018	REGISTERED	10/13/2009
DECADENT SUPREME	4,016,788	REGISTERED	08/23/2011
DINNER MADE EASY	3,841,113	REGISTERED	08/31/2010
DUNKAROOS	1,755,584	REGISTERED	03/02/1993
EAT BETTER AMERICA	3,464,148	REGISTERED	07/08/2008
EBOXTOPS	3,981,676	REGISTERED	06/21/2011
ELECTRIC YELLOW	1,784,945	REGISTERED	07/27/1993
ENDLESS ADVENTURES	3,555,013	REGISTERED	12/30/2008
EVERYTHING YOU NEED TO KNOW TO COOK	2,026,158	REGISTERED	12/24/1996
EZ PRO	3,234,880	REGISTERED	04/24/2007
EZ PRO	3,242,423	REGISTERED	05/15/2007

TRADEMARK	REG. NO.	STATUS	REG. DATE
FAIRYTALE PRINCESS	3,374,512	REGISTERED	01/22/2008
FEEDING DREAMS	3,800,873	REGISTERED	06/08/2010
FLAVOR KICKERS	3,967,016	REGISTERED	10/13/2009
FLAVOR SHOCK	3,143,609	REGISTERED	09/12/2006
FRUIT BY THE FOOT	1,771,659	REGISTERED	05/18/1993
FRUIT BY THE FOOT MINI FEET	3,689,405	REGISTERED	09/29/2009
FRUIT GUSHERS	2,141,941	REGISTERED	03/10/1998
FRUIT PUNCH CHARGE	3,386,132	REGISTERED	02/19/2008
FRUIT RIPPLES	3,325,438	REGISTERED	10/30/2007
FRUIT ROLL-UPS	1,127,591	REGISTERED	12/11/1979
FRUIT ROLL-UPS FRUIT STACKERZ	3,313,318	REGISTERED	10/16/2007
FRUIT ROLL-UPS FRUIT STICKERZ	3,525,520	REGISTERED	10/28/2008
FRUIT ROLL-UPS MINI ROLLS	3,760,209	REGISTERED	03/16/2010
FRUIT STACKERZ	3,330,301	REGISTERED	11/06/2007
FRUIT STICKERZ	3,525,519	REGISTERED	10/28/2008
FRUITOMIC PUNCH	1,978,915	REGISTERED	06/04/1996
FUN DA-MIDDLES (DESIGN, v1)	4,106,916	REGISTERED	02/28/2012
FUN DA-MIDDLES	4,050,673	REGISTERED	11/01/2011
G PROMOTIONAL LOGISTICS (DESIGN, v1)	3,045,207	REGISTERED	01/17/2006
G.M. 44	2,928,982	REGISTERED	03/01/2005
GAMETIME GIVEAWAY	3,760,125	REGISTERED	03/16/2010
GEN SNACKS	1,763,108	REGISTERED	04/06/1993
GENERAL MILLS	1,182,343	REGISTERED	12/15/1981
GENERAL MILLS & YOU HEALTHY FOOD FOR HEALTHY FAMILIES (DESIGN, v1)	2,657,699	REGISTERED	12/10/2002
GENERAL MILLS BREAK INSPIRATIONS	3,984,617	REGISTERED	06/28/2011
GENERAL MILLS, INC. (DESIGN, v1)	0,408,285	REGISTERED	08/01/1944
GLUTENFREEDOM	3,193,406	REGISTERED	01/02/2007
GOLD MEDAL	1,544,732	REGISTERED	06/20/1989
GOLD MEDAL	573,406	REGISTERED	04/21/1953
GOLD MEDAL	788,813	REGISTERED	04/27/1965
GOLD MEDAL (DESIGN, v1)	766,829	REGISTERED	03/17/1964
GOLD MEDAL (DESIGN, v2)	568,587	REGISTERED	12/30/1952
GOLD MEDAL (DESIGN, v3)	1,544,734	REGISTERED	06/20/1989
GOLD MEDAL (DESIGN, v4)	983,444	REGISTERED	05/07/1974
GOLD MEDAL (DESIGN, v4)	1,544,731	REGISTERED	06/20/1989
GOLD MEDAL (TRANSLATION, MEDALLA DE ORO, v1)	3,007,849	REGISTERED	10/18/2005
GOLD MEDAL CREAM OF RYE	550,922	REGISTERED	11/20/1951
GOLD MEDAL SUPERLATIVE (STYLIZED, v1)	631,875	REGISTERED	07/31/1956
GOLD MEDAL WONDRA (DESIGN, v1)	788,797	REGISTERED	04/27/1965
GOLDEN GATE	777,123	REGISTERED	09/15/1964
GOLDEN SHIELD	1,302,979	REGISTERED	10/30/1984
GOLDEN VALLEY	2,779,664	REGISTERED	11/04/2003
GROWING LOCAL LEARNING	3,890,154	REGISTERED	12/14/2010
GUSHERS	1,681,635	REGISTERED	03/31/1992
HAMBURGER HELPER	1,841,959	REGISTERED	06/28/1994
HAMBURGER HELPER	1,612,249	REGISTERED	09/04/1990
HAMBURGER HELPER	891,676	REGISTERED	05/26/1970
HAMBURGER HELPER (DESIGN, v1)	3,718,173	REGISTERED	12/01/2009
HAND (DESIGN ONLY, v3)	1,088,265	REGISTERED	03/28/1978
HARVEST KING	1,623,901	REGISTERED	11/20/1990
HEALTH NUMBER	3,663,674	REGISTERED	08/04/2009

TRADEMARK	REG. NO.	STATUS	REG. DATE
HEALTHIFIED (DESIGN, v1)	3,996,405	REGISTERED	07/19/2011
HEALTHIFY MY RECIPE	3,746,785	REGISTERED	02/09/2010
HELMET	1,390,099	REGISTERED	04/15/1986
HELPER	977,430	REGISTERED	01/22/1974
HELPER COMPLETE MEALS	3,794,550	REGISTERED	05/25/2010
HELPING HAND	1,918,186	REGISTERED	09/12/1995
HI-POWER	2,552,575	REGISTERED	03/26/2002
HOT COLORS	1,954,296	REGISTERED	02/06/1996
HOT SECRET	1,754,103	REGISTERED	02/23/1993
HOUSE (DESIGN ONLY, v1)	3,812,773	REGISTERED	07/06/2010
HOW DO YOU ROLL	3,667,727	REGISTERED	08/11/2009
I LOVE MY SCHOOL (DESIGN, v1)	3,663,659	REGISTERED	08/04/2009
INSPIRING AMERICA TO COOK AT HOME	3,804,003	REGISTERED	06/15/2010
IRON DUKE (STYLIZED, v1)	134,297	REGISTERED	08/24/1920
KING KAISER	1,623,902	REGISTERED	11/20/1990
KING WHEAT (STYLIZED, v1)	47,508	REGISTERED	11/07/1905
LET'S BAKE A MOMENT TOGETHER	3,832,791	REGISTERED	08/10/2010
LIVE GLUTEN FREELY	3,923,139	REGISTERED	02/22/2011
LONG ON FUN	3,641,100	REGISTERED	06/16/2009
MEDALLION	2,413,040	REGISTERED	12/12/2000
MEDALLION LABORATORIES	1,500,015	REGISTERED	08/09/1988
MEDALLION LABS (DESIGN, v1)	3,642,943	REGISTERED	06/23/2009
MICROWAVE SINGLES	3,132,351	REGISTERED	10/03/2006
MIX IT UP! WITH BETTY	3,894,015	REGISTERED	12/21/2010
MIX IT UP! WITH BETTY (DESIGN, v1)	3,894,033	REGISTERED	12/21/2010
MOOD MORPHERS	4,046,360	REGISTERED	10/25/2011
MOUTH MIXERS	3,607,486	REGISTERED	04/14/2009
MOUTH MORPHERS!	3,073,311	REGISTERED	03/28/2006
MYHOMETOWNHELPER.COM	3,426,213	REGISTERED	05/13/2008
MYSTERY VARIETY PACK	3,760,092	REGISTERED	03/16/2010
NATURE VALLEY	1,050,871	REGISTERED	10/19/1976
NATURE VALLEY	965,714	REGISTERED	08/07/1973
NATURE VALLEY (DESIGN, v1)	1,211,778	REGISTERED	10/05/1982
NATURE VALLEY FRUIT CRISPS	3,309,527	REGISTERED	10/09/2007
ONE BOX WONDER!	3,696,897	REGISTERED	10/13/2009
ONE POUND. ONE PAN. ONE HAPPY FAMILY.	3,286,875	REGISTERED	08/28/2007
ONE POUND. ONE PAN. ONE HAPPY FAMILY.	3,316,746	REGISTERED	10/23/2007
ONE POUND. ONE PAN. ONE TASTY MEAL.	3,865,159	REGISTERED	10/19/2010
OTHER SNACKS ARE POINTLESS	3,104,953	REGISTERED	06/13/2006
PANCAKE NATION	3,881,389	REGISTERED	11/23/2010
PINK TOGETHER	3,547,581	REGISTERED	12/16/2008
POLLYANNA	1,192,840	REGISTERED	03/30/1982
POTATO BUDS	788,805	REGISTERED	04/27/1965
POUND FOR POUND	3,664,768	REGISTERED	08/04/2009
POUND FOR POUND CHALLENGE	3,664,750	REGISTERED	08/04/2009
POWER CAT	3,299,396	REGISTERED	09/25/2007
PUNCH BERRY	3,693,804	REGISTERED	10/06/2009
PURASNOW	293,896	REGISTERED	05/10/1932
QUE RICA VIDA	3,829,741	REGISTERED	08/03/2010
QUE RICA VIDA (DESIGN, v1)	3,841,431	REGISTERED	08/31/2010
QUE RICA VIDA (DESIGN, v1)	3,938,995	REGISTERED	03/29/2011
REAL PANCAKES. REAL GOOD.	3,493,603	REGISTERED	08/26/2008

TRADEMARK	REG. NO.	STATUS	REG. DATE
RED SPOON SQUAD	4,139,816	REGISTERED	05/08/2012
REMARKABLE	1,331,133	REGISTERED	04/16/1985
RESTAURANT FAVORITES	3,670,015	REGISTERED	08/18/2009
REX ROYAL	3,970,699	REGISTERED	05/31/2011
ROLL AROUND THE WORLD	3,517,961	REGISTERED	10/14/2008
SALUTE TO SAVINGS	1,711,965	REGISTERED	09/01/1992
SALUTE TO SAVINGS	1,607,578	REGISTERED	07/24/1990
SAVE THE TRAILS	3,562,533	REGISTERED	01/13/2009
SCRATCH BAKERS' CLUB	3,819,960	REGISTERED	07/13/2010
SCREAMIN' GREEN	1,773,781	REGISTERED	05/25/1993
SHAKE 'N POUR	1,626,182	REGISTERED	12/04/1990
SHARK BITES (DESIGN, v2)	1,562,388	REGISTERED	10/24/1989
SHOW YOUR HELPING HAND	4,049,690	REGISTERED	11/01/2011
SIZZLING RED	1,772,501	REGISTERED	05/18/1993
SLENDER SENSATIONS	1,832,362	REGISTERED	04/19/1994
SPACE STATION	3,740,686	REGISTERED	01/19/2010
SPERRY	645,830	REGISTERED	05/21/1957
SPERRY BLOSSOMS (STYLIZED, v1)	172,638	REGISTERED	09/11/1923
SPLATZ	3,667,705	REGISTERED	08/11/2009
SPOON (DESIGN ONLY, v2)	3,253,702	REGISTERED	06/19/2007
SPOON (DESIGN ONLY, v2)	3,256,051	REGISTERED	06/26/2007
SPOONFULS OF STORIES	2,841,559	REGISTERED	05/11/2004
SPOONFULS OF STORIES	3,023,561	REGISTERED	12/06/2005
SPOONS INSIDE CIRCLE (DESIGN ONLY, V1)	4,046,599	REGISTERED	10/25/2011
STAY IN AND GO ALL OUT! (see notes below)	3,726,453	REGISTERED	12/15/2009
STRAWBERRY CRAZE	3,799,459	REGISTERED	06/08/2010
STRAWBERRY KIWI KICK	3,744,656	REGISTERED	02/02/2010
STRAWBERRY LEMONADE JOLT	3,386,129	REGISTERED	02/19/2008
STRAWBERRY SPLASH	1,709,429	REGISTERED	08/18/1992
STRAWBERRY SPLASH	3,749,813	REGISTERED	02/16/2010
STRAWBERRY WATERMELON RUSH	3,386,131	REGISTERED	02/19/2008
STYLIN' STRAWBERRY	3,555,012	REGISTERED	12/30/2008
SUDDENLY PASTA SALAD	2,683,505	REGISTERED	02/04/2003
SUDDENLY SALAD	1,408,814	REGISTERED	09/09/1986
SUNBERRY BURST	3,325,894	REGISTERED	10/30/2007
SUPER MOIST	1,110,636	REGISTERED	01/02/1979
SUPER MOIST (STYLIZED, v1)	1,239,624	REGISTERED	05/24/1983
SUPREME	0,072,916	REGISTERED	03/02/1909
SURELOAF	396,473	REGISTERED	07/21/1942
SWEET REWARDS	4,062,528	REGISTERED	11/29/2011
SWEET REWARDS	2,025,280	REGISTERED	12/24/1996
SWEET REWARDS	2,083,704	REGISTERED	07/29/1997
TABLESPOON	3,811,701	REGISTERED	06/29/2010
TACOBAKE	1,404,299	REGISTERED	08/05/1986
THE BIG RED COOKBOOK	2,487,666	REGISTERED	09/11/2001
THE CEREAL NATURE INTENDED	3,309,891	REGISTERED	10/09/2007
THE HELPERS	1,460,265	REGISTERED	10/06/1987
THE MIXER	3,744,696	REGISTERED	02/02/2010
THE TASTE NATURE INTENDED	3,894,555	REGISTERED	12/21/2010
TONGUE PRINTS	3,386,111	REGISTERED	02/19/2008
TREE (DESIGN ONLY, v1)	3,994,049	REGISTERED	07/12/2011
TRIHEALTHALON (DESIGN, v1)	1,401,706	REGISTERED	07/15/1986

TRADEMARK	REG. NO.	STATUS	REG. DATE
TRIPLE BERRY SHOCK	2,924,165	REGISTERED	02/01/2005
TROPICAL THRILL	3,555,011	REGISTERED	12/30/2008
TROPICAL TIE-DYE	2,555,914	REGISTERED	04/02/2002
TUNA HELPER	972,518	REGISTERED	11/06/1973
TUNA HELPER (DESIGN, VI)	3,714,842	REGISTERED	11/24/2009
WARM DELIGHTS	3,151,956	REGISTERED	10/03/2006
WASHBURN'S GOLD MEDAL	13,253	REGISTERED	04/27/1886
WATERMELON BLAST	2,133,374	REGISTERED	01/27/1998
WHEAT A LAXA	102,229	REGISTERED	01/26/1915
WICKED WEBS	3,765,347	REGISTERED	03/23/2010
WILD CHERRY ZING	3,386,130	REGISTERED	02/19/2008
WILD ONES	3,544,067	REGISTERED	12/09/2008
WILDBERRY PUNCH	3,788,940	REGISTERED	05/11/2010
WONDRA	1,510,342	REGISTERED	10/25/1988
YOUR WARM CHOCOLATE MOMENT IS JUST MINUTES AWAY	4,063,412	REGISTERED	11/29/2011

TRADEMARK	APP. NO	STATUS	APP. DATE
BETTY CROCKER	85/629,093	PENDING	05/18/2012
BETTY CROCKER	85/331,202	PENDING	05/26/2011
BETTY CROCKER (DESIGN, v7)	85/331,388	PENDING	05/26/2011
BUILDING WITH BOX TOPS	85/538,110	PENDING	02/09/2012
DOUBLE DARE BERRY	85/543,119	PENDING	02/15/2012
EVERYTHING YOU NEED	85/162,087	ALLOWED	10/27/2010
EVERYTHING YOU NEED	85/162,083	ALLOWED	10/27/2010
FOODGPS	85/155,725	ALLOWED	10/19/2010
FRUIT GUSHERS	85/632,496	PENDING	05/23/2012
FRUIT ROLL-UPS	85/631,347	PENDING	05/22/2012
GEOS	85/400,335	PENDING	08/17/2011
GLUTEN FREELY	85/088,628	ALLOWED	07/20/2010
GOLD MEDAL THE MEASURE OF QUALITY GUARANTEED PREMIUM QUALITY SINCE 1880			
GOLD MEDAL (Design v1)	85/317,707	PENDING	01/17/2012
HEART TO CARD	85/486,804	PENDING	12/05/2011
HELP IS ON THE WAY	85/548,441	PENDING	02/21/2012
HIDDEN WHOLE WHEAT	85/411,430	ALLOWED	08/31/2011
LIVE BETTER AMERICA	85/509,241	PENDING	01/05/2012
MUSIC AND FLAVOR (TRANSLATION, MUSICA Y SABOR, v1)	85/456,470	PENDING	10/26/2011
NATURE AT ITS MOST DELICIOUS	85/339,634	ALLOWED	06/07/2011
NATURE VALLEY	85/300,054	ALLOWED	04/20/2011
NATURE VALLEY 100% NATURAL (DESIGN, v1)	85/544,763	PENDING	02/16/2012
QUE RICA VIDA	78/835,265	ALLOWED	03/13/2006
RECHARGE	85/202,829	PENDING	12/21/2010
SPRING-KLES	85/508,456	PENDING	01/04/2012
STAR SPANGLED	85/515,062	PENDING	01/12/2012
SUCCESS MADE SIMPLE	85/399,993	PENDING	08/17/2011
THE DOUGHMINATORS	85/277,009	ALLOWED	03/25/2011
WHERE DO YOU TAKE YOUR BAR?	85/575,708	PENDING	03/21/2012
