

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342408

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MOM Brands Company		05/22/2015	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Barclays Bank PLC, as Administrative Agent		
Street Address:	745 Seventh Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	Public Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 170			
Property Type	Number	Word Mark	
Registration Number:	1065379	TOASTY O'S	
Registration Number:	102579	MALT-O-MEAL	
Registration Number:	3235728	MALT-O-MEAL	
Registration Number:	1540726	TOOTIE FRUITIES	
Registration Number:	1653820	FRUIT & FROSTED O'S	
Registration Number:	1892273	FROSTED FRUIT O'S	
Registration Number:	2001738	GOLDEN PUFFS	
Registration Number:	1903706	MARSHMALLOW TREASURES	
Registration Number:	1868497	TOASTED OATS	
Registration Number:	2011298	FROSTED FRUIT O'S	
Registration Number:	1921087	COCO-ROOS	
Registration Number:	1888006	MARSHMALLOW MATEYS	
Registration Number:	1933907	COCOA COMETS	
Registration Number:	1962321	CORN BURSTS	
Registration Number:	2021588	GOLDEN CORN NUGGETS	
Registration Number:	2046550	COLOSSAL CRUNCH	
Registration Number:	2089792	BERRY COLOSSAL CRUNCH	
Registration Number:	2095813	CRAZY CRUNCH	
Registration Number:	2116741	FROSTED WHEAT-FULS	

CH \$4265.00 1065379

Property Type	Number	Word Mark
Registration Number:	2129344	FROSTED MINI SPOONERS
Registration Number:	2107905	BERRY CRAZY CRUNCH
Registration Number:	2171979	BALANCE
Registration Number:	2173934	HEARTY START
Registration Number:	2251926	HONEY BUZZERS
Registration Number:	2290589	APPLE ZINGS
Registration Number:	2263764	APPLE CRUNCHIES
Registration Number:	3042098	BETCHA CAN'T TASTE THE DIFFERENCE
Registration Number:	2436990	COOL BLUE & LI' L OATY
Registration Number:	2317283	FRUITY DYNO-BITES
Registration Number:	2419891	COCOA DYNO-BITES
Registration Number:	2859159	FRUIT RAGEOUS
Registration Number:	2733627	COCOA RAGEOUS
Registration Number:	2402814	HEARTY TRADITIONS
Registration Number:	2693789	CINNI-MINI CRUNCH
Registration Number:	3639449	HONEY GRAHAM SQUARES
Registration Number:	2930051	HONEY GRAHAMS
Registration Number:	3836465	FROSTED FLAKERS
Registration Number:	2133037	FRUITANGY O'S
Registration Number:	3130593	TOASTERS
Registration Number:	2993286	MUFFIN TOPS
Registration Number:	3030422	MALT-O-MEAL MEANS MORE
Registration Number:	3036812	SCOOTERS
Registration Number:	3036813	SPOONERS
Registration Number:	3269145	BLUEBERRY CRUNCH
Registration Number:	3121925	MOM'S BEST
Registration Number:	3140420	BLENDERS
Registration Number:	3238336	DYNO-BITES
Registration Number:	3235211	MATEYS
Registration Number:	3293733	HONEY & OAT MIXERS
Registration Number:	3424522	CEREAL SNACKERS
Registration Number:	3717018	REAL DEAL
Registration Number:	3289076	WHEAT-FULS
Registration Number:	4467985	BUNJELITOS
Registration Number:	3379164	MALLOW-OATS
Registration Number:	3485619	TOASTED CINNAMON SQUARES
Registration Number:	3354574	OATS & HONEY BLEND
Registration Number:	3376423	HONEY-FUL WHEAT

Property Type	Number	Word Mark
Registration Number:	3376428	CHOCOLATE MARSHMALLOW MATEYS
Registration Number:	3411125	SWEET PUFFS
Registration Number:	3415451	SALLY'S
Registration Number:	3397597	COOL BLUE LI'L OATY
Registration Number:	3745541	MARSHMALLOW OATIES
Registration Number:	3797751	SWEET WHEAT
Registration Number:	3745542	CINNAMON SWEETS
Registration Number:	3710231	
Registration Number:	3703063	THREE SISTERS
Registration Number:	3735427	HONEY OATIES
Registration Number:	3797750	HONEY'N OATS
Registration Number:	3753433	BLUEBERRY MUFFIN SQUARES
Registration Number:	3710230	DITCH THE BOX AND SAVE A TREE
Registration Number:	4242257	SIMPLE GOODNESS
Registration Number:	3808268	MILLION BOWLS
Registration Number:	4187111	CHOICE OF A NEW GENERATION
Registration Number:	3842969	BEAR RIVER VALLEY
Registration Number:	3843014	ISABEL'S WAY
Registration Number:	3848903	CINNAMON TRACKERS
Registration Number:	2854876	MOSH
Registration Number:	3854875	HONEY NUT ROUNDERS
Registration Number:	3848902	MARSHMALLOW AVALANCHE
Registration Number:	3848901	CANYON CREEK CRUNCH
Registration Number:	3909093	CINNAMON STREUSEL SQUARES
Registration Number:	3942712	HONEY GRAHAM CRISP
Registration Number:	3956119	FROSTED WHEAT BISCUITS
Registration Number:	4161606	HONEY NUT HARVEST O'S
Registration Number:	3851558	MARSHMALLOW FIELDS
Registration Number:	3848913	CALICO BUNCH CRUNCH
Registration Number:	3920876	SIMPLE WHEAT BISCUITS
Registration Number:	3848912	HONEY KISSED WHEAT PUFFS
Registration Number:	4132284	BAG THE BOX
Registration Number:	3915146	TOASTED TUMBLE WHEATS
Registration Number:	4191059	CINNAMON BLISS
Registration Number:	4436764	HONEY GRAHAM BLISS
Registration Number:	4436763	HONEY PUFFED DELIGHT
Registration Number:	4191058	HONEY OAT MEDLEY
Registration Number:	4261718	SWEET WHEAT BUNDLES

Property Type	Number	Word Mark
Registration Number:	4164973	MARSHMALLOW MOMENT
Registration Number:	4436762	WHOLE WHEAT BUNDLES
Registration Number:	4039307	M
Registration Number:	3971870	BAG THE BOX COM
Registration Number:	3971881	75% LESS PACKAGING. 100% SMARTER.
Registration Number:	4199138	MOM BRANDS
Registration Number:	4161888	MARSHMALLOW MINI'S
Registration Number:	4210844	TUMBLE WHEATS
Registration Number:	3842008	I OATS
Registration Number:	3573353	RED ENGINE FOODS
Registration Number:	3807584	OATHEADS
Registration Number:	3803801	OAT REVOLUTION
Registration Number:	3850604	MMM...MUFFINS
Registration Number:	3419642	ABUNDANCE
Registration Number:	3819189	RAW PURE & SIMPLE
Registration Number:	3838657	OAT FIT
Registration Number:	3815290	LAVISH
Registration Number:	3823118	BETTEROATS
Registration Number:	3888264	MEASURING CUP POUCH
Registration Number:	1898243	FARINA CREAMY HOT WHEAT CEREAL
Registration Number:	1926613	FARINA MILLS
Registration Number:	4165556	SCRUMPTIOUS
Registration Number:	4100436	GREENEST CLASSROOM
Registration Number:	4100437	GREENEST CLASSROOM CONTEST
Registration Number:	4159175	DOUBLE ALMOND DELIGHT
Registration Number:	4159177	COCOA MINT DREAM
Registration Number:	4159176	COCOA RASPBERRY TEMPTATION
Registration Number:	4159178	CARAMEL PECAN JOY
Registration Number:	4177096	CHOCOLATEY CHERRY JUBILATION
Registration Number:	4177095	TRUE BLUEBERRY DUET
Registration Number:	4169369	ZIP. ZIP. YUM.
Registration Number:	4251381	CHOCO CHOMP
Registration Number:	4232837	HONEY GRAHAM CRUNCH
Registration Number:	4184564	CRISPY COCOA RICE
Registration Number:	4179506	MALT O MEAL CEREALS
Registration Number:	4481681	BAG THE BOX BAGTHEBOX.COM
Registration Number:	4277171	BAG THE BOX BAGTHEBOX.COM
Registration Number:	4217921	SCRUMPTIOUS SPLENDID CEREALS

Property Type	Number	Word Mark
Registration Number:	4073755	CO CO WHEATS
Registration Number:	4203951	COCOA SWEETS
Registration Number:	4306990	THE CREAMY HOT CEREAL WITH THE COCOA TRE
Registration Number:	4363633	CO CO WHEATS
Registration Number:	4301467	BUNDLES
Registration Number:	3477570	CHEERFUL CHOCOLATE
Registration Number:	3477567	SUNNY YELLOW
Registration Number:	3472884	NATURALLY NORA
Registration Number:	4515536	MORE FOR THE MONEY
Registration Number:	4441302	RANDOLPH COUNTY INSTANT GRITS ENRICHED W
Registration Number:	4565305	CAMPSITE CRUNCH
Registration Number:	4569462	SAFARI COCOA CRUNCH
Registration Number:	4462150	ALOT'A DOTS
Registration Number:	4462152	SPECTACULAR SUGAR COOKIES
Registration Number:	4524661	CHEERFUL CHOCOLATE
Registration Number:	4462153	EXTRAORDINARY VANILLA
Registration Number:	4459143	FANTASTIC FUDGY BROWNIES
Registration Number:	4459222	DOUBLY FUDGY BROWNIES
Registration Number:	4470318	MARVELOUS CHOCOLATE CHUNK
Registration Number:	4673219	COCOA BITES
Registration Number:	4673217	FRUITY BITES
Registration Number:	4673218	HONEY BITES
Registration Number:	1840740	APPLE & CINNAMON TOASTED OATS
Registration Number:	557139	COCO-WHEATS
Registration Number:	1840741	HONEY & NUT TOASTED OATS
Serial Number:	85395254	LI'L OATY'S "O"PPROVAL
Serial Number:	85757141	CRISP CRUNCH TECHNOLOGY
Serial Number:	85814490	MIGHTY CRUNCH
Serial Number:	86365733	CEREAL CENTRAL
Serial Number:	85395565	BAG THE BOX
Serial Number:	85562006	BETTER WAYS TO MAKE A BETTER BREAKFAST A
Serial Number:	85872637	GET YOUR GRAIN ON
Serial Number:	85961980	SIMPLY NORA'S
Serial Number:	86028681	SNACK GIRL
Serial Number:	86190745	POMEGRANATE BLUEZ
Serial Number:	86269516	SOUND OF SAVINGS
Serial Number:	86453507	CRISPITOS

CORRESPONDENCE DATA**Fax Number:** 2127514864*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.***Phone:** 2129061200**Email:** angela.amaru@lw.com**Correspondent Name:** Latham & Watkins LLP c/o Angela M. Amaru**Address Line 1:** 885 Third Avenue**Address Line 2:** Suite 1000**Address Line 4:** New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	039269-0326
NAME OF SUBMITTER:	Angela M. Amaru
SIGNATURE:	/s/ Angela M. Amaru
DATE SIGNED:	05/26/2015

Total Attachments: 20

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of May 22, 2015 (as amended, restated, supplemented or otherwise modified from time to time, the “Intellectual Property Security Agreement”), is made by the signatory hereto (the “Grantor”) and Barclays Bank PLC, as Administrative Agent (in such capacity, the “Administrative Agent”) for the Secured Parties (as defined in the Credit Agreement referred to below).

WHEREAS, Post Holdings, Inc., a Missouri corporation (the “Borrower”), has entered into a Credit Agreement, dated as of January 29, 2014 (as amended, restated, supplemented, replaced or otherwise modified from time to time, the “Credit Agreement”), with the banks and other financial institutions and entities from time to time party thereto, and the Administrative Agent.

WHEREAS, it is a condition precedent to the obligation of the Lenders to make their respective extensions of credit to the Borrower under the Credit Agreement that the Grantor shall have executed and delivered that certain Guarantee and Collateral Agreement, dated as of January 29, 2014, in favor of the Administrative Agent (as amended, restated, supplemented, replaced or otherwise modified from time to time, the “Guarantee and Collateral Agreement”). Capitalized terms used and not defined herein have the meanings given such terms in the Guarantee and Collateral Agreement.

WHEREAS, under the terms of the Guarantee and Collateral Agreement, the Grantor has granted a security interest in certain property, including, without limitation, the Intellectual Property Collateral (as defined below), to the Administrative Agent for the benefit of the Secured Parties, and have agreed as a condition thereof to execute this Intellectual Property Security Agreement for recording with the United States Patent and Trademark Office, the United States Copyright Office, the Canadian Intellectual Property Office, and any other applicable Governmental Authority or any political subdivision thereof of the United States or Canada.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor agrees as follows:

SECTION 1. Grant of Security. The Grantor hereby grants to the Administrative Agent for the benefit of the Secured Parties a security interest in and to all of Grantor’s right, title and interest in and to the following (the “Intellectual Property Collateral”), as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of Grantor’s Obligations: (i) all trademarks, service marks, trade names, corporate names, company names, business names, trade dress, trade styles, logos, or other indicia of origin or source identification, trademark and service mark registrations, and applications for trademark or service mark registrations and any new divisions, extensions or renewals thereof, including, without limitation, each registration and application identified in Schedule 1, however, not including any pending “intent-to-use” application for registration of a trademark or service mark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from

such intent-to-use application under applicable federal Law, (ii) the right to sue or otherwise recover for any and all past, present and future infringements, dilutions and other violations thereof, (iii) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all licenses entered into in connection therewith, payments arising out of any other sale, lease, license or other disposition thereof and damages and payments for past, present or future infringements, dilutions and other violations thereof), and (iv) all other rights of any kind whatsoever of Grantor accruing thereunder or pertaining thereto, together in each case with the goodwill of the business connected with the use of, and symbolized by, each of the above;

(b) (i) all patents, patent applications and patentable inventions, including, without limitation, each issued patent and patent application identified in Schedule 1, (ii) all inventions and improvements described and claimed therein, (iii) the right to sue or otherwise recover for any and all past, present and future infringements and other violations thereof, (iv) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all licenses entered into in connection therewith, payments arising out of any other sale, lease, license or other disposition thereof and damages and payments for past, present or future infringements and other violations thereof), (v) all reissues, divisions, continuations, continuations-in-part, substitutes, renewals, reexaminations and extensions thereof, all improvements thereon, and (vi) all other rights of any kind whatsoever of Grantor accruing thereunder or pertaining thereto;

(c) (i) all copyrights, whether or not the underlying works of authorship have been published, and all works of authorship and other intellectual property rights therein, all copyrights of works based on, incorporated in, derived from or relating to works covered by such copyrights, all right, title and interest to make and exploit all derivative works based on or adopted from works covered by such copyrights, and all copyright registrations and copyright applications, and any renewals or extensions thereof, including, without limitation, each registration and application identified in Schedule 1, (ii) the rights to print, publish and distribute any of the foregoing, (iii) the right to sue or otherwise recover for any and all past, present and future infringements and other violations thereof, (iv) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all licenses entered into in connection therewith, payments arising out of any other sale, lease, license or other disposition thereof and damages and payments for past, present or future infringements and other violations thereof), and (v) all other rights of any kind whatsoever of Grantor accruing thereunder or pertaining thereto; and

(d) any and all proceeds of the foregoing.

SECTION 2. Recordation. Grantor authorizes and requests that the Register of Copyrights, the Commissioner of Patents and Trademarks and any other applicable government officer record this Intellectual Property Security Agreement.

SECTION 3. Execution in Counterparts. This Intellectual Property Security Agreement may be executed in any number of counterparts (including by facsimile or other electronic imaging means), each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

SECTION 4. Governing Law. This Intellectual Property Security Agreement and all claims or causes of action (whether in contract, tort or otherwise) that may be based upon, arise out of or relate in any way hereto or the negotiation, execution or performance thereof or the transactions contemplated hereby, unless otherwise expressly set forth therein, shall be governed by, and construed in accordance with, the law of the state of New York.

SECTION 5. Conflict Provision. This Intellectual Property Security Agreement has been entered into in conjunction with the provisions of the Guarantee and Collateral Agreement and the Credit Agreement. The rights and remedies of each party hereto with respect to the security interest granted herein are without prejudice to and are in addition to those set forth in the Guarantee and Collateral Agreement and the Credit Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Intellectual Property Security Agreement are in conflict with the Guarantee and Collateral Agreement or the Credit Agreement, the provisions of the Guarantee and Collateral Agreement or the Credit Agreement shall govern.

[Signature Page Follows]

IN WITNESS WHEREOF, each of the undersigned has caused this Intellectual Property Security Agreement to be duly executed and delivered as of the date first above written.

MOM BRANDS COMPANY,
a Minnesota corporation

By:  _____
Name: Diedre J. Gray
Title: Corporate Secretary

BARCLAYS BANK PLC,
as Administrative Agent

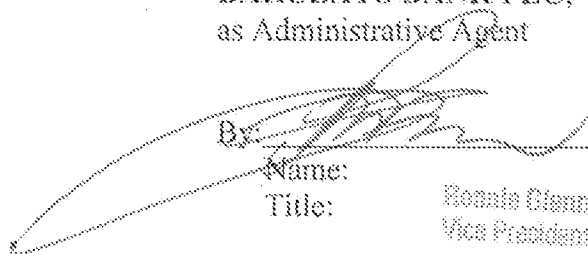
By: _____
Name: _____
Title: _____

IN WITNESS WHEREOF, each of the undersigned has caused this Intellectual Property Security Agreement to be duly executed and delivered as of the date first above written.

MOM BRANDS COMPANY,
a Minnesota corporation

By: _____
Name: Diedre J. Gray
Title: Corporate Secretary

BARCLAYS BANK PLC,
as Administrative Agent

By:  _____
Name: Ronin O'Connell
Title: Vice President

COPYRIGHTS

Copyright Title	Registration Number	Registration Date	Claimant
Great family recipes made easy with Malt-O-Meal Magic!	TX0002869265	7/2/1990	MOM Brands Company ¹

PATENTS**Patents, Patent Applications and Patent Licenses:**


Name of Owner	Patent	Country	Patent No.	Filing Date	Status
MOM Brands Company	PUFFED SNACK FOOD PRODUCT AND PROCESS TO MAKE THE SAME	United States	62/012162	06/13/2014	Pending
MOM Brands Company	WHOLE GRAIN PRETZEL PRODUCT	United States	61/946448	02/28/2014	Pending
MOM Brands Company	NON-RIGID FOOD PACKAGING PRODUCT WITH FILL LINE	Canada	2692014	02/04/2010	Pending
MOM Brands Company	NON-RIGID FOOD PACKAGING PRODUCT WITH FILL LINE	United States	12/365425	02/04/2009	Pending
MOM Brands Company	NON-RIGID FOOD PACKAGING PRODUCT WITH FILL LINE	United States	13/648,430	10/10/2012	Pending
MOM Brands Company	GRANOLA COMPOSITION AND BAR CONTAINING STEEL CUT OATS AND PROCESS FOR MAKING THE SAME	United States	13/791,056	03/08/2013	Pending
MOM Brands Company	GRANOLA COMPOSITION AND BAR CONTAINING STEEL CUT OATS AND PROCESS FOR MAKING THE SAME	United States	PCT/US2013/073127	12/04/2013	Pending
MOM Brands Company	OAT CEREAL CONTAINING AGGLOMERATED FLAVOR CLUSTERS	United States	13/791112	03/08/2013	Pending



¹ Malt-O-Meal Company changed its name to MOM Brands Company on February 10, 2012, but Malt-O-Meal Company is still listed as the record owner at the U.S. Copyright Office. Grantor is in the process of filing appropriate documentation with the U.S. Copyright Office in order to update the records to reflect the name change.



MOM Brands Company	OAT CEREAL CONTAINING AGGLOMERATED FLAVOR CLUSTERS	United States	PCT/US2013/053504	08/02/2013	Pending
MOM Brands Company	GRAIN-BASED HOT CEREAL COMPOSITIONS HAVING REDUCED FOAMING	United States	13/791169	03/08/2013	Pending
MOM Brands Company	GRAIN-BASED HOT CEREAL COMPOSITIONS HAVING REDUCED FOAMING	United States	PCT/US2013/053506	08/02/2013	Pending
MOM Brands Company	OAT CEREAL CONTAINING AGGLOMERATED FLAVOR CLUSTERS	Canada	2880978	8/2/2013	Pending
MOM Brands Company	GRANOLA COMPOSITION AND BAR CONTAINING STEEL CUT OATS AND PROCESS FOR MAKING THE SAME	Canada	2875591	12/4/2013	Pending
MOM Brands Company	GRAIN-BASED HOT CEREAL COMPOSITIONS HAVING REDUCED FOAMING	Canada	2875587	8/2/2013	Pending

TRADEMARKS


Trademarks, Trademark Applications and Trademark Licenses:

Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date	Status
TOASTY O'S	Canada	587537	07/08/1987	352822	03/10/1989	Registered
TOASTY O'S	United States	73/054973	06/12/1975	1065379	05/10/1977	Registered
MALT-O-MEAL	Canada	588135	07/17/1987	361175	10/27/1989	Registered
MALT-O-MEAL	United States	71/081527	09/28/1944	102579	02/16/1945	Registered
MALT-O-MEAL	United States	77/004613	09/21/2006	3235728	05/01/2007	Registered
TOOTIE FRUITIES	Canada	607005	05/12/1988	376645	12/07/1990	Registered
TOOTIE FRUITIES	United States	73/715887	03/10/1988	1540726	05/23/1989	Registered
FRUIT & FROSTED O'S	United States	73/831008	10/12/1989	1653820	08/13/1991	Registered
FROSTED FRUIT O'S	United States	74/155321	04/08/1991	1892273	05/02/1995	Registered
MALT-O-MEAL & DESIGN 	Canada	698688	02/11/1992	439695	02/24/1995	Registered

Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date	Status
GOLDEN PUFFS	United States	74/404645	06/18/1993	2001738	09/17/1996	Registered
MARSHMALLOW TREASURES	United States	74/378733	04/12/1993	1903706	07/04/1995	Registered
TOASTED OATS & DESIGN 	United States	74/422200	08/09/1993	1868497	12/20/1994	Registered
FROSTED FRUIT O'S & DESIGN 	United States	74/421853	08/09/1993	2011298	10/29/1996	Registered
COCO-ROOS	United States	74/445967	10/12/1993	1921087	09/19/1995	Registered
MARSHMALLOW MATEYS	United States	74/446324	10/12/1993	1888006	04/04/1995	Registered
COCOA COMETS	United States	74/466468	12/07/1993	1933907	11/07/1995	Registered
CORN BURSTS	United States	74/488061	02/08/1994	1962321	03/12/1996	Registered
GOLDEN CORN NUGGETS	United States	74/503563	03/18/1994	2021588	12/10/1996	Registered
COLOSSAL CRUNCH	Canada	1687135	07/28/2014			Pending
COLOSSAL CRUNCH	United States	74/691886	06/06/1995	2046550	03/18/1997	Registered
BERRY COLOSSAL CRUNCH	United States	75/004076	10/11/1995	2089792	08/19/1997	Registered
CRAZY CRUNCH	United States	75/019209	11/15/1995	2095813	09/09/1997	Registered
FROSTED WHEAT-FULS	United States	75/025043	11/28/1995	2116741	11/25/1997	Registered
FROSTED MINI SPOONERS	United States	75/025039	11/28/1995	2129344	01/13/1998	Registered
BERRY CRAZY CRUNCH	United States	75/088747	03/20/1996	2107905	10/21/1997	Registered
BALANCE	United States	75/245401	02/21/1997	2171979	07/07/1998	Registered

Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date	Status
HEARTY START	Canada	853912	08/19/1997	542841	03/21/2001	Registered
HEARTY START	United States	75/245542	02/21/1997	2173934	07/14/1998	Registered
HONEY BUZZERS	United States	75/346234	08/25/1997	2251926	06/08/1999	Registered
CEREAL TIMES	Canada	878607	05/19/1998	526647	04/17/2000	Registered
APPLE ZINGS	United States	75/456725	03/26/1998	2290589	11/02/1999	Registered
APPLE CRUNCHIES	Canada	884551	07/16/1998	541543	02/26/2001	Registered
APPLE CRUNCHIES	United States	75/445251	03/05/1998	2263764	07/20/1999	Registered
BETCHA CAN'T TASTE THE DIFFERENCE	United States	75/486519	05/18/1998	3042098	01/10/2006	Registered
COOL BLUE LI'L OATY & DESIGN 	United States	76/000386	03/14/2000	2436990	03/20/2001	Registered
FRUITY DYNO-BITES	United States	75/536990	08/14/1998	2317283	02/08/2000	Registered
COCOA DYNO-BITES	United States	75/626946	08/17/1998	2419891	01/09/2001	Registered
FRUIT RAGEOUS	United States	75/570578	10/14/1998	2859159	07/06/2004	Registered
COCOA RAGEOUS	United States	75/570470	10/14/1998	2733627	07/08/2003	Registered
LI'L OATY'S "O" PPROVAL & DESIGN 	United States	85/395254	08/11/2011			Pending
HEARTY TRADITIONS	United States	75/662191	03/17/1999	2402814	11/07/2000	Registered
CINNI-MINI CRUNCH	United States	76/074956	06/21/2000	2693789	03/04/2003	Registered

Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date	Status
HONEY GRAHAM SQUARES	United States	77/623832	12/01/2008	3639449	06/16/2009	Registered
HONEY GRAHAMS	United States	76/485554	01/28/2003	2930051	03/08/2005	Registered
FROSTED FLAKERS	Canada	1347735	05/16/2007	TMA837210	11/28/2012	Registered
FROSTED FLAKERS	United States	77/166031	04/26/2007	3836465	08/24/2010	Registered
FRUITANGY O'S	United States	74/722644	08/29/1995	2133037	01/27/1998	Registered
TOASTERS	United States	78/340069	12/12/2003	3130593	08/15/2006	Registered
MUFFIN TOPS	United States	78/348200	01/06/2004	2993286	09/06/2005	Registered
CRISP CRUNCH TECHNOLOGY	United States	85/757141	10/18/2012			Pending
MALT-O-MEAL MEANS MORE	United States	78/379087	03/05/2004	3030422	12/13/2005	Registered
SCOOTERS	United States	78/443903	06/30/2004	3036812	12/27/2005	Registered
SPOONERS	Canada	1585916	07/12/2012	TMA856401	07/29/2013	Registered
SPOONERS	United States	78/443957	06/30/2004	3036813	12/27/2005	Registered
BLUEBERRY CRUNCH	United States	78/464484	08/09/2004	3269145	07/24/2007	Registered
MOM'S BEST	Canada	1304178	06/05/2006	TMA758762	02/04/2010	Registered
MOM'S BEST	United States	78/510878	11/03/2004	3121925	07/25/2006	Registered
MIGHTY CRUNCH	Canada	1624432	04/26/2013			Pending
MIGHTY CRUNCH	United States	85/814490	01/03/2013			Pending
BLENDERS	United States	78/581711	03/07/2005	3140420	09/05/2006	Registered
DYNO-BITES	United States	78/714172	09/16/2005	3238336	05/01/2007	Registered
MATEYS	United States	78/714296	09/16/2005	3235211	04/24/2007	Registered
HONEY & OAT MIXERS	United States	78/820893	02/22/2006	3293733	09/18/2007	Registered
CEREAL SNACKERS	United States	78/863478	04/18/2006	3424522	05/06/2008	Registered

REAL DEAL	United States	78/886049	05/17/2006	3717018	11/24/2009	Registered
MOM'S BEST NATURALS	Canada	1304172	06/05/2006	TMA758778	02/04/2010	Registered
WHEAT-FULS	Canada	1503250	11/09/2010	TMA864263	11/04/2013	Registered
WHEAT-FULS	United States	78/897313	05/31/2006	3289076	09/04/2007	Registered
BUÑUELITOS	United States	85/681157	07/19/2012	4467985	01/14/2014	Registered
MALLOW-OATS	Canada	1500874	10/22/2010	TMA861823	10/02/2013	Registered
MALLOW-OATS	United States	77/048577	11/21/2006	3379164	02/05/2008	Registered
TOASTED CINNAMON SQUARES	United States	77/083809	01/16/2007	3485619	08/12/2008	Registered
OATS & HONEY BLEND	United States	77/083810	01/16/2007	3354574	12/11/2007	Registered
HONEY-FUL WHEAT	Canada	1500870	10/22/2010	TMA861810	10/02/2013	Registered
HONEY-FUL WHEAT	United States	77/109236	02/16/2007	3376423	01/29/2008	Registered
CHOCOLATE MARSHMALLOW MATEYS	United States	77/113617	02/22/2007	3376428	01/29/2008	Registered
CEREAL CENTRAL	United States	86/365733	08/13/2014			Pending
SWEET PUFFS	United States	77/167143	04/27/2007	3411125	04/08/2008	Registered
SALLY'S	Canada	1500875	10/22/2010	TMA826022	06/11/2012	Registered
SALLY'S	United States	77/209672	06/19/2007	3415451	04/22/2008	Registered
COOL BLUE LIL OATY & DESIGN 	United States	77/199177	06/06/2007	3397597	03/18/2008	Registered
LIFETIME FOODS (Assumed Name)	Minnesota		07/16/2007	2431610	07/16/2007	Registered

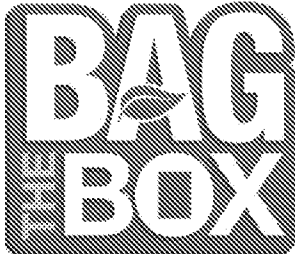



Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date	Status
SALLY'S FOOD CORP. (Assumed Name)	Minnesota		07/16/2007	2431616	07/16/2007	Registered
RED ENGINE FOODS (Assumed Name)	Minnesota		08/06/2007	2457778	08/06/2007	Registered
MARSHMALLOW OATIES	United States	77/567856	09/11/2008	3745541	02/02/2010	Registered
SWEET WHEAT	United States	77/567863	09/11/2008	3797751	06/01/2010	Registered
CINNAMON SWEETS	United States	77/567867	09/11/2008	3745542	02/02/2010	Registered
	United States	77/603855	10/30/2008	3710231	11/10/2009	Registered
THREE SISTERS CEREAL (Assumed Name)	Minnesota		09/17/2008	22182956	09/23/2008	Registered
THREE SISTERS	United States	77/550612	08/19/2008	3703063	10/27/2009	Registered
HONEY OATIES	United States	77/567857	09/11/2008	3735427	01/05/2010	Registered
HONEY'N OATS	United States	77/567853	09/11/2008	3797750	06/01/2010	Registered
BLUEBERRY MUFFIN SQUARES	United States	77/591141	10/13/2008	3753433	02/23/2010	Registered
DITCH THE BOX AND SAVE A TREE	United States	77/603854	10/30/2008	3710230	11/10/2009	Registered
SIMPLE GOODNESS	United States	77/680269	02/27/2009	4242257	11/13/2012	Registered
MILLION BOWLS	United States	77/731814	05/07/2009	3808268	06/22/2010	Registered
CHOICE OF A NEW GENERATION	United States	77/762242	06/17/2009	4187111	08/07/2012	Registered
BEAR RIVER VALLEY	Canada	1502912	11/05/2010	TMA864259	11/04/2013	Registered

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BEAR RIVER VALLEY	United States	77/838928	10/01/2009	3842969	08/31/2010	Registered
ISABEL'S WAY	United States	77/851552	10/19/2009	3843014	08/31/2010	Registered
CINNAMON TRACKERS	Canada	1502913	11/05/2010	TMA864256	11/04/2013	Registered
CINNAMON TRACKERS	United States	77/866047	11/05/2009	3848903	09/14/2010	Registered
HONEY GRAHAM TRACKERS	Canada	1502914	11/05/2010	TMA864249	11/04/2013	Registered
HONEY GRAHAM TRACKERS	United States	77/866043	11/05/2009	2854876	09/28/2010	Registered
HONEY NUT ROUNDERS	Canada	1502917	11/05/2010	TMA858559	08/26/2013	Registered
HONEY NUT ROUNDERS	United States	77/866042	11/05/2009	3854875	09/28/2010	Registered
MARSHMALLOW AVALANCHE	Canada	1502918	11/05/2010	TMA864262	11/04/2013	Registered
MARSHMALLOW AVALANCHE	United States	77/866040	11/05/2009	3848902	09/14/2010	Registered
CANYON CREEK CRUNCH	Canada	1502919	11/05/2010	TMA864261	11/04/2013	Registered
CANYON CREEK CRUNCH	United States	77/866038	11/05/2009	3848901	09/14/2010	Registered
ISABEL'S WAY CEREAL (Assumed Name)	Minnesota		11/16/2009	22228187	11/16/2009	Registered
CINNAMON STREUSEL SQUARES	United States	77/869958	11/11/2009	3909093	01/18/2011	Registered
HONEY GRAHAM CRISP	United States	77/869972	11/11/2009	3942712	04/12/2011	Registered
FROSTED WHEAT BISCUITS	United States	77/870021	11/11/2009	3956119	05/03/2011	Registered
HONEY NUT HARVEST O'S	United States	77/869971	11/11/2009	4161606	06/19/2012	Registered
MARSHMALLOW FIELDS	United States	77/869968	11/11/2009	3851558	09/21/2010	Registered
CALICO BUNCH CRUNCH	United States	77/869965	11/11/2009	3848913	09/14/2010	Registered

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SIMPLE WHEAT BISCUITS	United States	77/869962	11/11/2009	3920876	02/15/2011	Registered
HONEY KISSED WHEAT PUFFS	United States	77/869961	11/11/2009	3848912	09/14/2010	Registered
BAG THE BOX	Canada	1619337	03/21/2013			Pending
BAG THE BOX	United States	77/885165	12/03/2009	4132284	04/24/2012	Registered
SUNNY WHEAT PUFFS	Canada	1537015	07/25/2011	TMA836226	11/13/2012	Registered
TOASTED TUMBLE WHEATS	United States	77/933518	02/11/2010	3915146	02/01/2011	Registered
CINNAMON BLISS	Canada	1501495	10/27/2010	TMA845277	03/05/2013	Registered
CINNAMON BLISS	United States	77/936426	02/16/2010	4191059	08/14/2012	Registered
HONEY GRAHAM BLISS	Canada	1501493	10/27/2010	TMA845279	03/05/2013	Registered
HONEY GRAHAM BLISS	United States	77/936424	02/16/2010	4436764	11/19/2013	Registered
HONEY PUFFED DELIGHT	Canada	1501496	10/27/2010	TMA845280	03/05/2013	Registered
HONEY PUFFED DELIGHT	United States	77/936420	02/16/2010	4436763	11/19/2013	Registered
SUNNY HONEY O'S	Canada	1501497	10/27/2010	TMA845257	03/05/2013	Registered
HONEY OAT MEDLEY	Canada	1501499	10/27/2010	TMA862597	10/15/2013	Registered
HONEY OAT MEDLEY	United States	77/936414	02/16/2010	4191058	08/14/2012	Registered
SWEET WHEAT BUNDLES	Canada	1501500	10/27/2010	TMA833572	10/03/2012	Registered
SWEET WHEAT BUNDLES	United States	77/936411	02/16/2010	4261718	12/18/2012	Registered
MARSHMALLOW MOMENT	Canada	1501501	10/27/2010	TMA862600	10/15/2013	Registered
MARSHMALLOW MOMENT	United States	77/936408	02/16/2010	4164973	06/26/2012	Registered
WHOLE WHEAT BUNDLES	Canada	1501502	10/27/2010	TMA876588	04/28/2014	Registered
WHOLE WHEAT BUNDLES	United States	77/936407	02/16/2010	4436762	11/19/2013	Registered



M & DESIGN 	United States	85/018282	04/20/2010	4039307	10/11/2011	Registered
BAG THE BOX COM & DESIGN 	United States	85/053658	06/03/2010	3971870	05/31/2011	Registered
75% LESS PACKAGING. 100% SMARTER.	United States	85/058512	06/09/2010	3971881	05/31/2011	Registered
MOM BRANDS	Canada	1517680	03/03/2011			Pending
MOM BRANDS	United States	85/161176	10/26/2010	4199138	08/28/2012	Registered
GO BOXLESS. GO GREEN.	Canada	1506361	12/02/2010	TMA836246	11/13/2012	Registered
MARSHMALLOW MINI'S	United States	85/193238	12/08/2010	4161888	06/19/2012	Registered
TUMBLE WHEATS	Canada	1537016	07/25/2011	TMA836211	11/13/2012	Registered
TUMBLE WHEATS	United States	85/237969	02/09/2011	4210844	09/18/2012	Registered
I OATS & DESIGN 	United States	77/415311	03/06/2008	3842008	08/31/2010	Registered
RED ENGINE FOODS	United States	77/208147	06/18/2007	3573353	02/10/2009	Registered
OATHEADS	United States	77/430389	03/25/2008	3807584	06/22/2010	Registered
OAT REVOLUTION	United States	77/505668	06/23/2008	3803801	06/15/2010	Registered
MMM...MUFFINS	United States	77/505673	06/23/2008	3850604	09/21/2010	Registered

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ABUNDANCE	United States	77/232275	07/18/2007	3419642	04/29/2008	Registered
RAW PURE & SIMPLE	United States	77/609524	11/07/2008	3819189	07/13/2010	Registered
OAT FIT	United States	77/649098	01/14/2009	3838657	08/24/2010	Registered
LAVISH	United States	77/658193	01/28/2009	3815290	07/06/2010	Registered
BETTER OATS & DESIGN 	United States	77/815226	08/28/2009	3823118	07/20/2010	Registered
MEASURING CUP POUCH FARINA CREAMY HOT WHEAT CEREAL & DESIGN 	United States	74/368109	03/15/1993	1898243	06/06/1995	Registered
FARINA MILLS	United States	74/463401	11/26/1993	1926613	10/10/1995	Registered
SCRUMPTIOUS	United States	85/277104	03/25/2011	4165556	06/26/2012	Registered
MOMCO (Assumed Name)	Minnesota		06/08/2011	22280479	06/08/2011	Registered
GREENEST CLASSROOM	United States	85/406906	08/25/2011	4100436	02/14/2012	Registered
GREENEST CLASSROOM CONTEST	United States	85/406911	08/25/2011	4100437	02/14/2012	Registered
DOUBLE ALMOND DELIGHT	United States	85/394417	08/10/2011	4159175	06/12/2012	Registered
COCOA MINT DREAM	United States	85/394428	08/10/2011	4159177	06/12/2012	Registered
COCOA RASPBERRY TEMPTATION	United States	85/394422	08/10/2011	4159176	06/12/2012	Registered
CARAMEL PECAN JOY	United States	85/394429	08/10/2011	4159178	06/12/2012	Registered

BAG THE BOX & DESIGN 	United States	85/395565	08/11/2011			Pending
CHOCOLATEY CHERRY JUBILATION	United States	85/410481	08/30/2011	4177096	07/17/2012	Registered
TRUE BLUEBERRY DUET	United States	85/410478	08/30/2011	4177095	07/17/2012	Registered
ZIP. ZIP. YUM.	United States	85/443593	10/10/2011	4169369	07/03/2012	Registered
CHOCO CHOMP	United States	85/476263	11/18/2011	4251381	11/27/2012	Registered
HONEY GRAHAM CRUNCH	United States	85/511752	01/09/2012	4232837	10/30/2012	Registered
CRISPY COCOA RICE	United States	85/526857	01/27/2012	4184564	07/31/2012	Registered
MALT O MEAL CEREALS (STYLIZED) 	United States	85/526930	01/27/2012	4179506	07/24/2012	Registered
MOM BRANDS (Assumed Name)	Minnesota		12/31/2003	475293300029	12/31/2003	Registered
BAG THE BOX BAGTHEBOX.COM & DESIGN 	United States	85/552386	02/24/2012	4481681	02/11/2014	Registered
BAG THE BOX BAGTHEBOX.COM & DESIGN 	United States	85/552383	02/24/2012	4277171	01/15/2013	Registered

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BETTER WAYS TO MAKE A BETTER BREAKFAST AT A BETTER PRICE	United States	85/562006	03/06/2012			Pending
SCRUMPTIOUS SPLENDID CEREALS & DESIGN  SPLENDID CEREALS	United States	85/580188	03/26/2012	4217921	10/02/2012	Registered
SUNNY HONEY NUT O'S	Canada	1571950	04/04/2012			Pending
CO CO WHEATS & DESIGN 	United States	85/309419	05/02/2011	4073755	12/20/2011	Registered
COCOA SWEETS	United States	85/612887	05/01/2012	4203951	09/04/2012	Registered
THE CREAMY HOT CEREAL WITH THE COCOA TREAT	United States	85/629191	05/18/2012	4306990	03/19/2013	Registered
CO CO WHEATS	United States	85/688673	07/27/2012	4363633	07/09/2013	Registered
BUNDLES	Canada	1594733	09/18/2012	TMA876699	04/29/2014	Registered
BUNDLES	United States	85/717936	08/31/2012	4301467	03/12/2013	Registered
NATURALLY NORA (Assumed Name)	Minnesota			619694900024	12/31/2003	Registered
CHEERFUL CHOCOLATE	United States	77/155696	04/12/2007	3477570	07/29/2008	Registered
SUNNY YELLOW	United States	77/155063	04/12/2007	3477567	07/29/2008	Registered
NATURALLY NORA	Canada	1600762	11/01/2012			Pending
NATURALLY NORA	United States	77/037002	11/04/2006	3472884	07/22/2008	Registered
MORE FOR THE MONEY	Canada	1596870	10/03/2012			Pending
MORE FOR THE MONEY	United States	85/739961	09/27/2012	4515536	04/15/2014	Registered

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MORE FOR YOUR MONEY	Canada	1596878	10/03/2012			Pending
RANDOLPH COUNTY INSTANT GRITS ENRICHED WHITE & DESIGN 	United States	85/750629	10/10/2012	4441302	11/26/2013	Registered
GET YOUR GRAIN ON	Canada	1617696	03/11/2013			Pending
GET YOUR GRAIN ON	United States	85/872637	03/11/2013			Pending
CAMPSITE CRUNCH	United States	85/910694	04/22/2013	4565305	07/08/2014	Registered
SAFARI COCOA CRUNCH	United States	85/910698	04/22/2013	4569462	07/15/2014	Registered
HONEY BUZZ	Canada	1624433	04/26/2013			Pending
CRUNCH 'RAGEOUS	Canada	1624435	04/26/2013			Pending
CRUNCH 'TASTIC	Canada	1624437	04/26/2013			Pending
MIGHTY	Canada	1624438	04/26/2013			Pending
MIGHTY CRISP	Canada	1624440	04/26/2013			Pending
ALOT'A DOTS	United States	85/938396	05/21/2013	4462150	01/07/2014	Registered
SPECTACULAR SUGAR COOKIES	United States	85/938406	05/21/2013	4462152	01/07/2014	Registered
CHEERFUL CHOCOLATE	United States	85/938407	05/21/2013	4524661	05/06/2014	Registered
EXTRAORDINARY VANILLA	United States	85/938411	05/21/2013	4462153	01/07/2014	Registered
FANTASTIC FUDGY BROWNIES	United States	85/938415	05/21/2013	4459143	12/31/2013	Registered
DOUBLY FUDGY BROWNIES	United States	85/956703	06/11/2013	4459222	12/31/2013	Registered
MARVELOUS CHOCOLATE CHUNK	United States	85/956705	06/11/2013	4470318	01/21/2014	Registered
SIMPLY NORA'S	United States	85/961980	06/17/2013			Pending

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SNACK GIRL	United States	86/028681	08/05/2013			Pending
POMEGRANATE BLUEZ	United States	86/190745	02/11/2014			Pending
COCOA BITES	United States	86/196343	02/18/2014	4673219	1/13/2015	Registered
FRUITY BITES	United States	86/196340	02/18/2014	4673217	1/13/2015	Registered
HONEY BITES	United States	86/196341	02/18/2014	4673218	1/13/2015	Registered
SOUND OF SAVINGS	United States	86/269516	05/02/2014			Pending
MARSHMALLOW COCOA-CRUNCH	Canada	1678090	05/22/2014			Pending
CRISPITOS	United States	86/453507	11/13/2014			Pending
CEREAL CENTRAL	United States	86/365733	8/13/2014			Pending
APPLE & CINNAMON TOASTED OATS	United States	74/421859	8/9/1993	1840740	6/21/1994	Registered
COCO-WHEATS 	United States	71/563350	8/13/1948	557139	4/8/1952	Registered
HONEY & NUT TOASTED OATS 	United States	74/422104	8/9/1993	1840741	6/21/1994	Registered
MARSHMALLOW SAFARI	Canada	1347736	5/16/2007	TMA768401	6/2/2010	Registered
SAFARI DE GUIMAUVES	Canada	0896226	11/17/1998	TMA523660	2/23/2000	Registered