

ESTTA Tracking number: **ESTTA197878**

Filing date: **03/12/2008**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

Opposers Information

Name	General Mills IP Holdings II, LLC		
Entity	Limited Liability Company	Citizenship	Delaware
Address	Number One General Mills Boulevard Minneapolis, MN 55426 UNITED STATES		

Name	General Mills, Inc.		
Entity	Corporation	Citizenship	Delaware
Address	Number One General Mills Boulevard Minneapolis, MN 55426 UNITED STATES		

Attorney information	FELICIA J. BOYD 90 South Seventh Street Minneapolis, MN 55402 UNITED STATES trademarkmpls@faegre.com, clitsey@faegre.com, tcruz@faegre.com, fboyd@faegre.com, ewright@faegre.com, hjohnson@faegre.com, lpulju@faegre.com Phone:612-766-7430		
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Applicant Information

Application No	77037793	Publication date	02/12/2008
Opposition Filing Date	03/12/2008	Opposition Period Ends	03/13/2008
Applicant	Fage Dairy Processing Industry S.A. 35, Hermou Street Metamorfossi Athens, 14452 GREECE		

Goods/Services Affected by Opposition

Class 029. All goods and services in the class are opposed, namely: Dairy products, namely, yogurt

Applicant Information

Application No	77037808	Publication date	02/12/2008
Opposition Filing Date	03/12/2008	Opposition Period Ends	03/13/2008
Applicant	Fage Dairy Processing Industry S.A. 35, Hermou Street Metamorfossi Athens, 14452 GREECE		

Goods/Services Affected by Opposition

Class 029.

All goods and services in the class are opposed, namely: Dairy products, namely, yogurt

Applicant Information

Application No	77037835	Publication date	02/12/2008
Opposition Filing Date	03/12/2008	Opposition Period Ends	03/13/2008
Applicant	Fage Dairy Processing Industry S.A. 35, Hermou Street Metamorfossi Athens, 14452 GREECE		

Goods/Services Affected by Opposition

Class 029.

All goods and services in the class are opposed, namely: Dairy products, namely, yogurt

Applicant Information

Application No	77037851	Publication date	02/12/2008
Opposition Filing Date	03/12/2008	Opposition Period Ends	03/13/2008
Applicant	Fage Dairy Processing Industry S.A. 35, Hermou Street Metamorfossi Athens, 14452 GREECE		

Goods/Services Affected by Opposition

Class 029.

All goods and services in the class are opposed, namely: Dairy products, namely, yogurt

Applicant Information

Application No	77037869	Publication date	02/12/2008
Opposition Filing Date	03/12/2008	Opposition Period Ends	03/13/2008
Applicant	Fage Dairy Processing Industry S.A. 35, Hermou Street Metamorfossi Athens, 14452 GREECE		

Goods/Services Affected by Opposition

Class 029.

All goods and services in the class are opposed, namely: Dairy products, namely, yogurt

Applicant Information

Application No	77037897	Publication date	02/12/2008
Opposition Filing Date	03/12/2008	Opposition Period Ends	03/13/2008
Applicant	Fage Dairy Processing Industry S.A.		

	35, Hermou Street Metamorfossi Athens, 14452 GREECE
--	---

Goods/Services Affected by Opposition

Class 029. All goods and services in the class are opposed, namely: Dairy products, namely, yogurt

Applicant Information

Application No	77037905	Publication date	02/12/2008
Opposition Filing Date	03/12/2008	Opposition Period Ends	03/13/2008
Applicant	Fage Dairy Processing Industry S.A. 35, Hermou Street Metamorfossi Athens, 14452 GREECE		

Goods/Services Affected by Opposition

Class 029. All goods and services in the class are opposed, namely: Dairy products, namely, yogurt

Applicant Information

Application No	77037924	Publication date	02/12/2008
Opposition Filing Date	03/12/2008	Opposition Period Ends	03/13/2008
Applicant	Fage Dairy Processing Industry S.A. 35, Hermou Street Metamorfossi Athens, 14452 GREECE		

Goods/Services Affected by Opposition

Class 029. All goods and services in the class are opposed, namely: Dairy products, namely, yogurt

Grounds for Opposition

Deceptiveness	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1119067	Application Date	01/31/1978
Registration Date	05/29/1979	Foreign Priority Date	NONE
Word Mark	TOTAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 1961/00/00 First Use In Commerce: 1961/00/00		

MULTI-VITAMIN AND IRON SUPPLEMENTS			
U.S. Registration No.	724897	Application Date	03/09/1961
Registration Date	12/05/1961	Foreign Priority Date	NONE
Word Mark	TOTAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U046 (International Class 030). First use: First Use: 1961/02/23 First Use In Commerce: 1961/02/23 Wheat Flakes		
U.S. Registration No.	1394264	Application Date	10/15/1985
Registration Date	05/20/1986	Foreign Priority Date	NONE
Word Mark	TOTAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 1961/02/23 First Use In Commerce: 1961/02/23 READY TO EAT BREAKFAST CEREAL		
Related Proceedings	91118482 (parent); 91118950; 91155075		
Attachments	Notice of Opposition.pdf (19 pages)(2850545 bytes)		

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by USPS Express Mail Post Office to Addressee on this date.

Signature	/Felicia J. Boyd HAJ/
Name	FELICIA J. BOYD
Date	03/12/2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

GENERAL MILLS, INC., and

GENERAL MILLS IP HOLDINGS II, LLC,

Opposers,

v.

FAGE DAIRY PROCESSING
INDUSTRY S.A.,

Applicant.

Opposition No. _____

Serial Nos. 77/037,793
77/037,808
77/037,835
77/037,851
77/037,869
77/037,897
77/037,905
77/037,924

CONSOLIDATED NOTICE OF OPPOSITION AND REQUEST FOR SUSPENSION

Opposers General Mills IP Holdings II, LLC (“GM IP Holdings”), a Delaware Limited Liability Company having a place of business at Number One General Mills Boulevard, Minneapolis, MN 55426, and Opposer General Mills, Inc. (“GMI”), a Delaware Corporation having a place of business at Number One General Mills Boulevard, Minneapolis, Minnesota, 55426, believe that they will be damaged by registration of the marks in the following pending trademark applications, and therefore oppose the same:

- Serial No. 77/037,793 for the mark FAGE TOTAL ALL NATURAL GREEK STRAINED YOGURT (“All Natural Greek Strained Yogurt” disclaimed); and
 - Serial No. 77/037,808 for the mark FAGE TOTAL 5% ALL NATURAL GREEK STRAINED YOGURT (“5%” and “All Natural Greek Strained Yogurt” disclaimed);
- and

- Serial No. 77/037,835 for the mark FAGE TOTAL 2% ALL NATURAL GREEK STRAINED YOGURT (“2%” and “All Natural Greek Strained Yogurt” disclaimed); and
- Serial No. 77/037,851 for the mark FAGE TOTAL 0% ALL NATURAL-NONFAT GREEK STRAINED YOGURT (“0%” and “All Natural-Nonfat Greek Strained Yogurt” disclaimed); and
- Serial No. 77/037,869 for the mark FAGE TOTAL WITH HONEY ALL NATURAL GREEK STRAINED YOGURT (“With Honey All Natural Greek Strained Yogurt” disclaimed); and
- Serial No. 77/037,897 for the mark FAGE TOTAL WITH STRAWBERRY ALL NATURAL GREEK STRAINED YOGURT (“With Strawberry All Natural Greek Strained Yogurt” disclaimed); and
- Serial No. 77/037,905 for the mark FAGE TOTAL 2% WITH HONEY ALL NATURAL GREEK STRAINED YOGURT (“2%” and “With Honey All Natural Greek Strained Yogurt” disclaimed); and
- Serial No. 77/037,924 for the mark FAGE TOTAL WITH CHERRY ALL NATURAL GREEK STRAINED YOGURT (“With Cherry All Natural Greek Strained Yogurt” disclaimed) (hereinafter, collectively, the “Opposed Applications”).

The grounds for Opposition are as follows:

1. GM IP Holdings is a limited liability company organized and existing under the laws of the State of Delaware, located and having a place of business at Number One General Mills Boulevard, Minneapolis, MN 55426.

2. GM IP Holdings is the record owner of the following incontestable registrations in the United States Patent and Trademark Office:

- Registration No. 724,897, issued December 5, 1961 for the mark TOTAL; and
- Registration No. 1,119,067, issued May 29, 1979 for the mark TOTAL; and
- Registration No. 1,394,264, issued May 20, 1986 for the mark TOTAL (hereinafter, collectively, the "TOTAL Marks").

3. GMI is a corporation organized and existing under the laws of the State of Delaware, located and having a place of business at Number One General Mills Boulevard, Minneapolis, MN 55426, and is the parent company of GM IP Holdings, and is a related company to GM IP Holdings within the meaning of 15 U.S.C. § 1127.

4. Each of the registrations for the TOTAL Marks is valid and subsisting, unrevoked and uncanceled. Attached hereto as **Exhibit A** and hereby made of record pursuant to 37 C.F.R. §2.122(d)(1) are current printouts of information from the U.S. Patent and Trademark Office's electronic database showing the status and title of each of the registrations covering the TOTAL Marks.

5. Opposers commenced use of the TOTAL Marks in interstate commerce in the United States long prior to the filing dates for the Opposed Applications.

6. Opposers use the TOTAL Marks in United States commerce in connection with wheat flakes, ready to eat breakfast cereals, and other goods via General Mills Cereals, LLC, which licenses the TOTAL Marks from GM IP Holdings, is a subsidiary of GMI, and is a related company to GM IP Holdings.

7. By virtue of the extensive advertising and sales of such goods thereunder, GM IP Holdings' TOTAL Marks have become well and favorably known in the trade and are valuable symbols of Opposers' business and the goodwill appurtenant thereto.

8. On information and belief, Applicant is a Greek Corporation with places of business located at 35 Hermou Street Metamorfossi, Athens, Greece 14452, and 25-26 50th Street, Woodside, NY 11377.

9. On information and belief, Applicant did not use the trademarks set forth in the Opposed Applications in the United States prior to 1998.

COUNT I - Likelihood of Confusion – 15 U.S.C. § 1052(d)

10. On information and belief, the goods identified in the Opposed Applications are related to the goods upon which Opposers have used its TOTAL Marks, with such goods being distributed in the same outlets, via the same market channels, and sold to substantially the same classes of consumers.

11. Opposers believe, and therefore aver, that registration of the Opposed Applications will damage Opposers for the following reasons, among others:

- a. Purchasers of Applicant's and Opposers' respective goods, and persons in the trade, will be confused as to the source or origin of those goods due to the similarities between the parties' respective marks and the relatedness of the goods; and
- b. Purchasers of Applicant's and Opposers' respective goods, and persons in the trade, will incorrectly assume that Applicant's goods are associated

with, endorsed by, or related to Opposers and/or GM IP Holdings' TOTAL Marks when they are not.

12. The marks in the Opposed Applications so resemble the TOTAL Marks as to be likely to cause confusion, mistake, and/or deception.

COUNT II – Likelihood of Trademark Dilution – 15 U.S.C. § 1125(c)

13. GM IP Holdings' TOTAL Marks are famous and distinctive.

14. Applicant has commenced use, or will commence use, of the marks in the Opposed Applications after GM IP Holdings' TOTAL Marks became famous.

15. The marks in the Opposed Applications so resemble the TOTAL Marks used by Opposers and not abandoned, as to be likely to cause dilution by blurring of GM IP Holdings' TOTAL Marks, as defined in the Trademark Dilution Revision Act of 2006.

WHEREFORE, Opposers believe that they will be damaged by registration of the marks in the Opposed Applications, and prays that applications Serial Nos. 77/037,793; 77/037,808; 77/037,835; 77/037,851; 77/037,869; 77/037,897; 77/037,905; 77/037,924 be rejected, that no registrations be issued therefrom, and that this consolidated opposition proceeding be sustained in Opposers' favor.

Opposers bring related Opposition Nos. 91/155075 (filed May 17, 2002), 91/118482 (filed June 12, 2000), and 91/118950 (filed June 12, 2000) to the Board's attention. The following marks are at issue in these Oppositions:

Opposition No. 91/155075

TOTAL TZATZIKI AUTHENTIC GREEK 76/016809

TOTAL LIGHT THE AUTHENTIC GREEK STRAINED YOGHURT 76/016810

TOTAL WITH GREEK HONEY THE AUTHENTIC GREEK STRAINED 76/016811

TOTAL 2% 76/016812

TOTAL CHERRY THE AUTHENTIC GREEK STRAINED YOGURT 76/016813

Opposition No. 91/118482

TOTAL SHEEPS' YOGHURT 75/597291

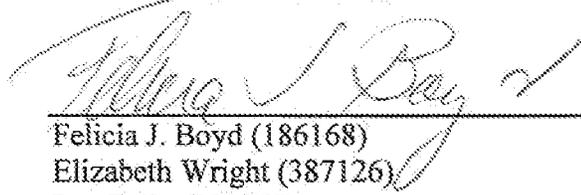
Opposition No. 91/118950

TOTAL OARE 75/597292

These three Oppositions are suspended pending resolution of a potentially dispositive motion. (See Opposition No. 91/144075, Docket No. 28, filed February 16, 2006; Opposition No. 91/118482, Docket No. 91, filed January 22, 2008, and Opposition No. 91/118950, Docket No. 16, filed October 16, 2002). Opposers respectfully request that this Opposition be suspended concurrent with the suspension of related proceedings Opposition Nos. 91/155075, 91/118482, and 91/118950.

Dated: March 13, 2008

FAEGRE & BENSON LLP



Felicia J. Boyd (186168)
Elizabeth Wright (387126)
Lee Pulju (321357)
2200 Wells Fargo Center
90 South Seventh Street
Minneapolis, MN 55402-3901
Telephone: (612) 766-7000
Facsimile: (612) 766-1600

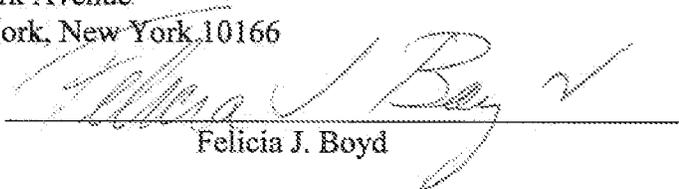
**ATTORNEYS FOR OPPOSER
GENERAL MILLS IP HOLDINGS II, LLC**

CERTIFICATE OF SERVICE

I hereby certify that on March 13, 2008, a copy of the foregoing Consolidated Notice of Opposition and Request for Suspension was served on counsel of record for Applicant as follows:

BY OVERNIGHT MAIL

Lana C. Marina, Esq.
Winston & Strawn, LLP
200 Park Avenue
New York, New York 10166



Felicia J. Boyd

Exhibit A

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-12 15:23:23 ET

Serial Number: 72115229 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 724897

Mark (words only): TOTAL

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2002-05-28

Filing Date: 1961-03-09

Transformed into a National Application: No

Registration Date: 1961-12-05

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2007-08-17

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. General Mills, Inc.

Address:

General Mills, Inc.
1 GENERAL MILLS BLVD.
Minneapolis, MN 55426
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

U.S. Class: 046 (International Class 030)

Class Status: Active

Wheat Flakes

Basis: 1(a)

First Use Date: 1961-02-23

First Use in Commerce Date: 1961-02-23

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-08-17 - Case File In TICRS

2002-05-28 - Second renewal 10 year

2002-05-28 - Section 8 (10-year) accepted/ Section 9 granted

2001-07-06 - Combined Section 8 (10-year)/Section 9 filed

2000-08-08 - Counter claim opp. for Proceeding No.

2000-04-19 - Counter claim opp. for Proceeding No.

1984-10-25 - Section 8 (6-year) accepted & Section 15 acknowledged

1981-12-05 - First renewal

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

GREGORY P. KAIHOI

GENERAL MILLS, INC.

1 GENERAL MILLS BLVD.

MINNEAPOLIS, MN 55426



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)[Assignments on the Web](#) > Trademark Query**Trademark Assignment Abstract of Title****Total Assignments: 1****Serial #:** 72115229**Filing Dt:** 03/09/1961**Reg #:** 724897**Reg. Dt:** 12/05/1961**Registrant:** General Mills, Inc.**Mark:** TOTAL**Assignment: 1****Reel/Frame:** 2535/0417**Received:** 07/08/2002**Recorded:** 06/20/2002**Pages:** 19**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** GENERAL MILLS, INC.**Exec Dt:** 05/01/2002**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** GENERAL MILLS IP HOLDINGS II, LLC
NO. ONE GENERAL MILLS BLVD.
MINNEAPOLIS, MINNESOTA 55426**Entity Type:** DELAWARE LIMITED
LIABILITY COMPANY**Citizenship:** NONE**Correspondent:** DORI HUMMELLAW DEPARTMENT, 4NE
NO. ONE GENERAL MILLS BLVD.
MINNEAPOLIS, MN 55426

Search Results as of: 03/12/2008 03:23 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350, v.2.0.1

Web Interface last modified: April 20, 2007 v.2.0.1

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Serial Number: 73157138 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1119067

Mark (words only): TOTAL

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2003-04-30

Filing Date: 1978-01-31

Transformed into a National Application: No

Registration Date: 1979-05-29

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2004-07-29

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. GENERAL MILLS IP HOLDINGS II, LLC

Address:

GENERAL MILLS IP HOLDINGS II, LLC
NUMBER ONE GENERAL MILLS BOULEVARD
MINNEAPOLIS, MN 55426

United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Delaware

GOODS AND/OR SERVICES

International Class: 005

Class Status: Active

MULTI-VITAMIN AND IRON SUPPLEMENTS**Basis:** 1(a)**First Use Date:** 1961-00-00**First Use in Commerce Date:** 1961-00-00

ADDITIONAL INFORMATION

Prior Registration Number(s):

724897

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2003-04-30 - First renewal 10 year

2003-04-30 - Section 9 granted/check record for Section 8

2003-04-30 - REINSTATED

2002-07-02 - Canceled Section 8 (10-year)/Expired Section 9

2000-02-23 - Opposition terminated for Proceeding

2000-02-23 - Opposition sustained for Proceeding

1999-04-07 - Section 9 filed/check record for Section 8

1998-01-15 - Counter claim opp. for Proceeding No.

1990-01-25 - Cancellation terminated for Proceeding

1989-02-02 - Cancellation dismissed for Proceeding

1988-09-19 - Cancellation Instituted No. 999999

1985-04-30 - Section 8 (6-year) accepted & Section 15 acknowledged

1985-01-18 - Section 8 (6-year) and Section 15 Filed

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

GENERAL MILLS, INC.
ATTN: DORI HUMMEL
NUMBER ONE GENERAL MILLS BOULEVARD
MINNEAPOLIS MN 55426



United States Patent and Trademark Office

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Serial #: 73157138

Filing Dt: 01/31/1978

Reg #: 1119067

Reg. Dt: 05/29/1979

Registrant: GENERAL MILLS, INC.

Mark: TOTAL

Assignment: 1

Reel/Frame: 2535/0417

Received: 07/08/2002

Recorded: 06/20/2002

Pages: 19

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: GENERAL MILLS, INC.

Exec Dt: 05/01/2002

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: GENERAL MILLS IP HOLDINGS II, LLC
NO. ONE GENERAL MILLS BLVD.
MINNEAPOLIS, MINNESOTA 55426Entity Type: DELAWARE LIMITED
LIABILITY COMPANY

Citizenship: NONE

Correspondent: DORI HUMMELLAW DEPARTMENT, 4NE
NO. ONE GENERAL MILLS BLVD.
MINNEAPOLIS, MN 55426

Search Results as of: 03/12/2008 03:26 PM

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Web interface last modified: April 20, 2007 v.2.0.1[HOME](#) | [INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)

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Serial Number: 73563412 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 1394264

Mark (words only): TOTAL

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2006-06-14

Filing Date: 1985-10-15

Transformed into a National Application: No

Registration Date: 1986-05-20

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2006-06-14

LAST APPLICANT(S)/OWNER(S) OF RECORD

I. GENERAL MILLS IP HOLDINGS II, LLC

Address:

GENERAL MILLS IP HOLDINGS II, LLC

Number One General Mills Blvd.

MINNEAPOLIS, MN 55426

United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Delaware

GOODS AND/OR SERVICES

International Class: 030

Class Status: Active

READY TO EAT BREAKFAST CEREAL**Basis:** 1(a)**First Use Date:** 1961-02-23**First Use in Commerce Date:** 1961-02-23

ADDITIONAL INFORMATION

Prior Registration Number(s):

724897

1119067

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2006-06-14 - First renewal 10 year

2006-06-14 - Section 8 (10-year) accepted/ Section 9 granted

2006-06-14 - Assigned To Paralegal

2005-12-01 - TEAS Section 8 & 9 Received

2000-08-08 - Counter claim opp. for Proceeding No.

2000-04-19 - Counter claim opp. for Proceeding No.

1992-04-22 - Section 8 (6-year) accepted & Section 15 acknowledged

1992-01-28 - Section 8 (6-year) and Section 15 Filed

1986-05-20 - Registered - Principal Register

1986-02-25 - Published for opposition

1986-01-26 - Notice of publication

1985-12-20 - Approved for Pub - Principal Register (Initial exam)

1985-12-20 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Gregory P. Kaihoi

Correspondent

Gregory P. Kaihoi

GENERAL MILLS IP HOLDINGS II, LLC.

Number One General Mills Blvd.

MINNEAPOLIS, MN 55426



United States Patent and Trademark Office

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Serial #: 73563412

Filing Dt: 10/15/1985

Reg #: 1394264

Reg. Dt: 05/20/1986

Registrant: GENERAL MILLS, INC.

Mark: TOTAL

Assignment: 1

Reel/Frame: 2535/0417

Received: 07/08/2002

Recorded: 06/20/2002

Pages: 19

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: GENERAL MILLS, INC.

Exec Dt: 05/01/2002

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: GENERAL MILLS IP HOLDINGS II, LLC

NO. ONE GENERAL MILLS BLVD.

MINNEAPOLIS, MINNESOTA 55426

Entity Type: DELAWARE LIMITED
LIABILITY COMPANY

Citizenship: NONE

Correspondent: DORI HUMMEL

LAW DEPARTMENT, 4NE

NO. ONE GENERAL MILLS BLVD.

MINNEAPOLIS, MN 55426

Search Results as of: 03/12/2008 03:26 PM

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Web interface last modified: April 20, 2007 v.2.0.1

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