

01-15-1999

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OMB 0651-0027



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

01/15/1999 TDM11 0000057 190142 502232

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01 FC:481 40.00 CH
02 FC:482 925.00 CH

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 1840 FRAME: 0653

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="see attached"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="see attached"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Victoria J. Triplett

Name of Person Signing

Signature

1/11/99

Date Signed

TRADEMARK REGISTRATIONS

ADMIRATION	529697
BREAKFAST CLUB	791112
BUTTER-NUT	154655
BUTTER-NUT	864001
CAFÉ CONTINENTAL	1948715
CHIME	771187
CHIME	805288
CHIME	861766
CHURCHILL	650188
CHURCHILL	1638541
CHURCHILL 97	1643793
COFFEEPOT DESIGN	931414
CONTINENTAL	400719
CONTINENTAL	652134
CONTINENTAL	702368
CONTINENTAL	708480
CONTINENTAL	762953
CONTINENTAL	994804
EXTRA YIELD	1676924
FABULITE	889442
HUGGINS GOURMET	1355689
HUGGINS GOURMET TASTES LIKE	811810

TRADEMARK REGISTRATIONS (CON'T)

MARYLAND CLUB	502232
MOD-URN	802549
MOUNTIAN HARVEST	1397024
REDISCOVER AN ANCIENT PLEASURE	1874788
SNOWMAN MUG DESIGN	1815063
THE COFFEE YOU'D DRINK IF YOU OWNED ALL	811807
TRIPLE C	688812
WB	433708
WB GOLD	1745974
WINDSOR	1139697

TRADEMARK APPLICATIONS

CAFÉ CONTINENTAL	75/441807
COFFEEPOT DESIGN	75/432290
CONTINENTAL	75/432298
CONTINENTAL GOLD	75/432261
CONTINENTAL MARKET	75/432289
MOCHA TWIST	75/523909

ASSIGNMENT

WHEREAS, Continental Coffee Products Company, a Delaware corporation, (hereinafter referred to as "Assignor") owns United States trademark registrations and applications as shown on the attached schedule A; and

WHEREAS, Sara Lee Corporation, a Maryland corporation (hereafter "Assignee"), is desirous of acquiring said trademark registrations and applications and the goodwill symbolized thereby.

NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, transfer and assign unto Assignee, all right, title and interest in and to said trademark applications and registrations, together with the goodwill of the business symbolized thereby and all rights of recovery for past infringement thereof. Assignor agrees that whenever it may be requested to do so by Assignee, its successors and assigns, it will execute and deliver to Assignee whatever further and separate assignments and other instruments that may be necessary or desirable to vest in Assignee, its successors and assigns, or to record in Assignee's name, this trademark registration agreed to be assigned.

ASSIGNOR covenants and warrants that it is the lawful owner of all rights transferred to Assignee by the Assignment. Assignor agrees that it will communicate to Assignee, its successors and assigns, upon its or their request at any time, all facts known to Assignor with respect to such trademark and registration. Assignor will execute all lawful papers or instruments and generally do everything reasonable and

