

05-12-1999



101034405

5-6-99 md

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

Execution Date  
Month Day Year

Name

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  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.)
- Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

05/11/1999 JSHABAZZ 00000173 75304200

FOR OFFICE USE ONLY

01 FC:481 40.00 OP  
02 FC:482 475.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) TRADEMARK  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231  
REEL: 1895 FRAME: 0752

**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="75/304200"/>	<input type="text" value="75/315544"/>	<input type="text" value="75/315534"/>	<input type="text" value="1,921,292"/>	<input type="text" value="2,169,739"/>	<input type="text" value="2,166,021"/>
<input type="text" value="75/304198"/>	<input type="text" value="75/315536"/>	<input type="text" value="75/348794"/>	<input type="text" value="1,903,708"/>	<input type="text" value="1,792,772"/>	<input type="text" value="2,169,740"/>
<input type="text" value="75/404060"/>	<input type="text" value="75/315535"/>	<input type="text" value="75/315533"/>	<input type="text" value="1,439,394"/>	<input type="text" value="1,792,771"/>	<input type="text" value="1,605,803"/>

**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.

Lisa Brooks Hammond, Esq.

Name of Person Signing



Signature

5/3/99

Date Signed

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

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

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

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**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="75/315541"/>	<input type="text"/>	<input type="text"/>
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<input type="text" value="577,179"/>	<input type="text"/>	<input type="text"/>
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## TRADEMARK AND TRADENAME ASSIGNMENT

THIS ASSIGNMENT, made as of this 26<sup>th</sup> day of February, 1999, by and between Sara Lee Corporation, a Maryland corporation and Saramar, L.L.C., a Delaware limited liability company (collectively, the "Sellers"), Williams Foods, Inc. a Missouri company ("WFI") and Williams Acquisition Company, a Missouri corporation ("WAC") (WFI and WAC being collectively called "Purchaser").

WHEREAS, Sellers and Purchaser are parties to that certain Asset Purchase Agreement dated as of February 26, 1999, pursuant to which Sellers have agreed to sell and Purchaser has agreed to purchase the Purchased Assets as defined in the Asset Purchase Agreement (including the trademarks and tradenames identified and set forth in Schedule A (collectively, the "Marks and Trade Names"), and the goodwill of the business associated therewith;

NOW, THEREFORE, for good and valuable consideration paid by Purchaser, the receipt and sufficiency of which are hereby acknowledged, Sellers hereby assign to WAC all of Sellers' right, title and interest in and to the Marks and the Trade Names together with the goodwill of the business symbolized by the Marks and Trade Names, and all United States registrations and applications therefor and request the Commissioner of Patents and Trademarks to record Purchaser as the assignee and owner thereof.

This Trademark and Tradename Assignment may be executed in two or more counterparts, each of which shall be deemed an original and all of which together shall be considered one and the same agreement.

SARA LEE CORPORATION, a Maryland  
corporation

By: *Debra Buhning Smith*  
Name: *Debra Buhning Smith*  
Title: *Assistant Secretary*

SARAMAR, L.L.C., a Delaware limited liability  
company

By: *Debra Buhning Smith*  
Name: *Debra Buhning Smith*  
Title: *Vice President*

State of Illinois )  
 )  
County of Cook ) SS.

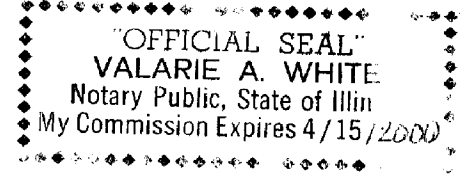
On this 26th day of February, 1999, there appeared before me Debra Buhring Smith personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of Sara Lee Corporation.

Valarie A. White

Notary Public

My Commission Expires

4-15-2000



State of Illinois )  
 )  
County of Cook ) SS.

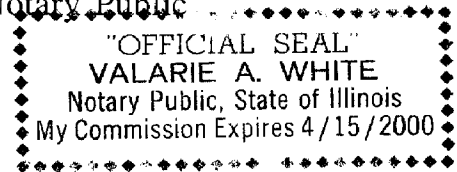
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Valarie A. White

Notary Public

My Commission Expires

4-15-2000



SCHEDULE A

DELUXE ENGLISH MUFFINS	Canada App. #872288	
Matter: Pending office action with Canadian Patent & Trademark Office. Awaiting response from the examining officer.		
DELUXE ENGLISH MUFFINS	U.S.	Reg. #1921292
GIFTS FROM THE HEARTLAND	U.S.	App. #75/304200
GIFTS FROM THE HEARTLAND	U.S.	App. #75/304198
THE BIG DIFFERENCE IN ENGLISH MUFFINS	Canada App. #872289	
THE BIG DIFFERENCE IN ENGLISH MUFFINS	U.S.	Reg. #1903708
THE BIG DIFFERENCE IN ENGLISH MUFFINS & DESIGN	U.S.	App. #75/464060
THE ULTIMATE ENGLISH MUFFIN	U.S.	Reg. #1439394
W DESIGN	U.S.	App. #75/315544
Matter: Statement of Use due 2/18/99; Received one package for class 8 goods; awaiting additional packages (5) to file S.O.U. Will be deleting class 21 goods per Julie Brogan. Not using W DESIGN on pots and mugs.		
W DESIGN	U.S.	App. #75/315536
Matter: Statement of Use due 2/18/99; Spoke with Julie Brogan - not using W DESIGN on shirts, hats, and jackets. Julie expressed desire to abandon application. Express abandonment not yet sent to PTO.		
W DESIGN	U.S.	App. #75/315535
Matter: Statement of Use filed. Waiting on Acceptance of Statement of Use from PTO.		
W DESIGN	U.S.	App. #75/315534
Matter: Statement of Use due 2/18/99; Awaiting muffin packaging and first use date to file S.O.U. Not using on other goods listed (only on muffins) per Julie Brogan. Will be deleting other goods for class 30.		
WOLFERMAN'S	Japan	Reg. #2532675
WOLFERMAN'S	Japan	Reg. #2503215
WOLFERMAN'S	Japan	Reg. #2497988

WOLFERTMAN'S	U.S.	Reg. #2169739
WOLFERTMAN'S	U.S.	App. #75/348794
WOLFERTMAN'S A TRADITION OF FINE FOOD...	U.S.	App. #75/315533
Matter: Statement of Use filed 12/10/98. Waiting for Acceptance of Statement of Use from PTO.		
WOLFERTMAN'S A TRADITION OF FINE FOOD...	U.S.	App. #75/315541
Matter: Statement of Use filed 12/10/98. Waiting for Acceptance of Statement of Use from PTO.		
WOLFERTMAN'S FINE BREADS SINCE	U.S.	Reg. #1792772
Matter: Section 8 & 15 (Affidavit of Use) must be filed by September 14, 1999.		
WOLFERTMAN'S FINE BREADS SINCE	U.S.	Reg. #1792771
Matter: Section 8 & 15 (Affidavit of Use) must be filed by September 14, 1999.		
WOLFERTMAN'S GOOD THINGS TO EAT	Canada	App. #872287
WOLFERTMAN'S GOOD THINGS TO EAT SINCE 1888	U.S.	Reg. #2166021
WOLFERTMAN'S GOOD THINGS TO EAT SINCE 1888	U.S.	Reg. #2169740
WOLFERTMAN'S ORIGINAL ENGLISH MUFFIN	U.S.	Reg. #1605803
WOLFERTMANS GOOD THING TO EAT	U.S.	Reg. #577179