

07-27-1999



101102184

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

MPO
7-23-99

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
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

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)
City State/Country Zip Code

- Individual General Partnership Limited Partnership Association
- 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.)

07/26/1999 BNGUYEN 00600366 190142 75489302
01 FC:481 40.00 CH

FOR OFFICE USE ONLY

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) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 001934 FRAME: 0024

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="75/489302"/>	<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"/>	<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

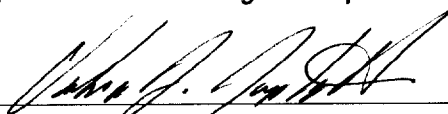
Deposit Account
(Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

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

7/19/99
Date Signed

ASSIGNMENT

WHEREAS, Continental Coffee Products Company, a Delaware corporation, (hereinafter referred to as "Assignor") owns United States trademark application no. 75/489,302, MASTER CHEF; and

WHEREAS, Sara Lee Corporation, a Maryland corporation (hereafter "Assignee"), is desirous of acquiring said trademark application 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

proper to aid said Assignee, its successors and assigns, in carrying into full force the effect of this sale, assignment and transfer.

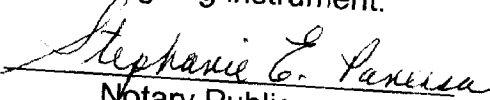
CONTINENTAL COFFEE PRODUCTS COMPANY



JOHN J. WITZIG
VICE PRESIDENT

STATE OF Illinois)
) SS
COUNTY OF Cook)

On this 15th day of July, 1999, before me appeared John J. Witzig, the person who signed this instrument, who acknowledged that he is the Vice President of Continental Coffee Products Company and acknowledged, on behalf of Continental Coffee Products Company, the due execution of the foregoing instrument.



Notary Public

My Commission expires: 10/16/99

