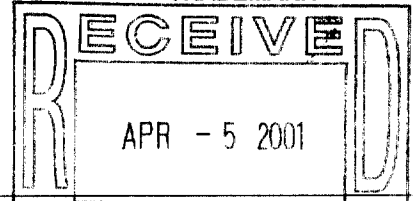


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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name Samar L.L.C.

Formerly

2333546

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other Limited Liability Corporation
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Sara Lee Corporation

DBA/AKA/TA

Composed of

Address (line 1) 1000 East Hanes Mill Road

Address (line 2)

Address (line 3) Winston-Salem  
City

North Carolina  
State/Country

27105  
Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other

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.)

- Citizenship/State of Incorporation/Organization Maryland

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04/20/2001 6TON11 00000031 190142 2333546

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Mail documents to be recorded with required cover sheet(s) information to:  
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TRADEMARK  
REEL: 002277 FRAME: 0215

**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)

**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.

Name of Person Signing

Signature

Date Signed

ASSIGNMENT

WHEREAS, Saramar, L.L.C., a Delaware corporation, having its principal place of business in at 125 S. Wacker Drive, Suite 300, Chicago, IL 60606 and (hereinafter referred to as "Assignor") owns United States trademark registration No. 2,204,477 for the trademark LATITUDES and trademark application no. 75/299,560 LATITUDES GOURMET COFFEES FROM AROUND THE WORLD & DESIGN; and

WHEREAS, Sara Lee Corporation, a Maryland corporation, having offices at 470 Hanes Mill Road, Winston-Salem, North Carolina (hereafter "Assignee"), is desirous of acquiring said trademark registration and application and the goodwill symbolized thereby.

NOW, THEREFORE, for the sum of One Hundred Dollars (\$100.00) 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 registration and application, together with the goodwill of the business symbolized thereby and all rights of recovery for past infringement thereof; and 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, these trademarks agreed to be assigned.

ASSIGNOR covenants and warrants that it is the lawful owner of all rights transferred to Assignee by the Assignment and 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 trademarks and 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.

This the 22<sup>nd</sup> day of February, 1999.

SARAMAR L.L.C.

*Arthur J. DeBaugh*  
Arthur J. DeBaugh  
Vice President & Assistant Secretary

STATE OF North Carolina )  
COUNTY OF Franklin ) SS

On this 22 day of February, 1999, before me appeared Arthur J. DeBaugh, the person who signed this instrument, who acknowledged that he/she is the Vice President and Assistant Secretary of Saramar L.L.C. and acknowledged, on behalf of Saramar L.L.C. the due execution of the foregoing instrument.

*Mary Anne Tilley*  
Notary Public

My Commission expires: 3/23/00

