

07-20-2001

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Aunt Sara's Cookies, Inc.
(a Georgia Corporation)

- Individual(s)
- General Partnership
- Corporation-State
- Other _____
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: June 25, 2001

2. Name and address of receiving party(ies)

Name: Saramar, L.L.C.
Internal
Address: Suite 300

Street Address: 125 South Wacker Drive
City: Chicago State: IL Zip: 60606

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- Other limited liability company

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
75/337,586

B. Trademark Registration No.(s)
NUD 7169

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Nicholas J. Valenziano, Jr., Esq.

Internal Address: Sara Lee Corporation
Law Department

Street Address: 1000 East Hanes Mill Road

City Winston-Salem State: NC Zip: 27105

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

19-0143

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Nicholas J. Valenziano, Jr.
Name of Person Signing

Nicholas J. Valenziano, Jr.
Signature

July 11, 2001
Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

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TRADEMARK
REEL: 002332 FRAME: 0769

EXHIBIT A

ASSIGNMENT

State of _____ }
County of _____ } SS.

WHEREAS, Aunt Sara's Cookies, Inc. ("Assignor"), a Georgia corporation having a place of business at 3790 Green Industrial Way, Chamblee, Georgia, 30341, has adopted, used, and is using the trademark **AUNT SARA'S COOKIES** and Design (Serial No. 75/337,586); and

WHEREAS, Saramar, L.L.C. ("Assignee"), a Delaware limited liability company having a place of business at Suite 300, 125 South Wacker Drive, Chicago, Illinois 60606, is desirous of acquiring said trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title, and interest in and to said trademark together with the goodwill of the business symbolized by the trademark and the registration and application thereof.

Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

AUNT SARA'S COOKIES, INC.

By: [Signature]
Name: Eric Dineenman
Title: President

Date: 6/25/01

Subscribed and sworn to before me this 25 day of June, 2001.

[SEAL]

[Signature]
Notary Public

My commission expires on: Notary Public, Gwinnett County, Georgia
My Commission Expires October 4, 2004