Form PTO-1594 (Rev. 03/01) RECC TF

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

Ĺ	Tab settings ⇒ ⇒ ▼ ▼ ▼	2148872			
Ĺ	To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.				
1	Name of conveying party(ies):	2. Name and address of receiving party(ies)			
	SARAMAR, L.L.C. 17/05/12	Name: SARA LEE CORPORATION Internal			
	Individual(s) General Partnership Corporation-State X Other Delaware, L.L.C.	Address: Street Address: 1000 EAST HANES MILL ROAD CityWinston Salen tate: NC Zip: 27105 Individual(s) citizenship			
	Additional name(s) of conveying party(ies) attached? Yes No	Association General Partnership			
F	Nature of conveyance:	Limited Partnership			
	X Assignment Merger				
	Security Agreement Change of Name	Corporation-State <u>Mary1and</u> Other			
	Other	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):				
i	A. Trademark Application No.(s) 76/226379	B. Trademark Registration No.(s)			
i	A. Trademark Application No.(5) _707220373	SEE ATTACHED EXHIBIT			
L	Additional number(s) att	ached X Yes No			
	Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved:			
	Name: <u>Arthur J. DeBaugh</u>				
	Internal Address: SARA LEE CORPORATION	7. Total fee (37 CFR 3.41)\$315.00 Enclosed Authorized to be charged to deposit account			
	Street Address: 1000 E. HANES MILL RD.	8. Deposit account number:			
	Winston Salem City:State:_NC Zip:_27105	<u> </u>			
Ţ	DO NOT USE THIS SPACE				
07/09/200	1				
01 FC:481 02 FC:482	(12	ignature 7.1.02 Date Date			

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patent & Trademarks, Box Assignments

Washington, D.C. 20231

Trademark	Status	App. No.	Reg. No.
BESURE	Published	76/226379	
BLAZIN' HOT & DESIGN	Registered	75/340244	2201255
DIXIE PRIDE	Registered	75/662192	2459033
FIRE GUY DESIGN	Registered	75/340243	2195588
HAPPY TRAILS	Registered	76/227676	2507104
HUISKEN & BUTCHER DESIGN	Registered	73/243286	1219309
HUISKEN & BUTCHER IN TOMBSTONE DESIGN	Registered	74/541102	1962738
HUISKEN (Stylized)	Registered	74541105	1934952
RG'S & DESIGN	Registered	74/541103	1934951
TASTE CLUB	Registered	76/017457	2503145
TRAIL'S BEST	Registered	73/716127	1522788
TRAIL'S BEST & DESIGN	Registered	74/541104	1936660

Tuesday, June 25, 2002

TRADEMARK REEL: 002542 FRAME: 0049

ASSIGNMENT

State of)	
)	SS.
County of)	

WHEREAS Saramar, L.L.C., hereinafter called "Assignor"), a Delaware Limited Liability Company having its principal place of business at 125 South Wacker Drive, Suite 300, has adopted, used, and is using the trademarks listed on the attached schedule; and

WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Maryland corporation having its principal place of business at 1000 East Hanes Mill Road, Winston-Salem, NC 27105, is desirous of acquiring said trademarks;

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 trademarks together with the goodwill of the business symbolized by the mark and the registrations and applications thereof to be effective June 21, 2002.

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

Saramar, L.L.C.

By:

Arthur J. DeBaugh

President/

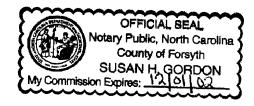
Date: 25 June 2002

Subscribed and sworn to before me this 25 day of June, 2002.

[SEAL]

Notary Public

RECORDED: 07/05/2002



TRADEMARK REEL: 002542 FRAME: 0050