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

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

1. Name of conveying party(ies):

SARAMAR, L.L.C.

07/05/02

- Individual(s)
- General Partnership
- Corporation-State
- Other Delaware, L.L.C.
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies)

Name: SARA LEE CORPORATION

Internal

Address: _____

Street Address: 1000 EAST HANES MILL ROAD

City: Winston Salem State: NC Zip: 27105

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

3. Nature of conveyance:

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

Execution Date: _____

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

A. Trademark Application No.(s) 76/226379

B. Trademark Registration No.(s) _____

SEE ATTACHED EXHIBIT

Additional number(s) attached Yes No

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

Name: Arthur J. DeBaugh

Internal Address: SARA LEE CORPORATION

Street Address: 1000 E. HANES MILL RD.

City: Winston Salem State: NC Zip: 27105

6. Total number of applications and registrations involved: _____

12

7. Total fee (37 CFR 3.41).....\$ 315.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____

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9. Signature.

LMUELLER 00000181 76226379

S. Kathleen Frith
Name of Person Signing

S. Kathleen Frith
Signature

7.1.02
Date

Total number of pages including cover sheet, attachments, and document: 3

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

07/09/2002
01 FC:481
02 FC:482

TRADEMARK
REEL: 002542 FRAME: 0048

<i>Trademark</i>	<i>Status</i>	<i>App. No.</i>	<i>Reg. No.</i>
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

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
Arthur J. DeBaugh
President

Date: 25 June 2002

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

[SEAL]

Susan A. Gordon
Notary Public

My commission expires on: 12/1/02

