

07-30-2002



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

102172638

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

1. Name of conveying party(ies):

Sara Lee Corporation

07/08/02

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

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

3. Nature of conveyance:

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

Execution Date:

2. Name and address of receiving party(ies):

Name: Bartlow Brothers, Inc. Internal Address: P.O. Box 207

Street Address:

City: Rushville State: IL Zip: 62681

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Illinois, 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):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

873,159

Additional number(s) attached Yes No

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

Name: Wade Kerrigan Internal Address: Blackwell Sanders Peper Martin LLP

Street Address: 2300 Main, Ste 1000

City: Kansas City State: MO Zip: 64108

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed, Authorized to be charged to deposit account

If insufficient, please debit Deposit Account Number

8. Deposit account number: 11-0160

(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.

Wade Kerrigan Name of Person Signing

Signature

June 4, 2002 Date

07/30/2002 AWNED1 00000013 873159

Total number of pages including cover sheet, attachments and document 40.00 2

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

TRADEMARK REEL: 002551 FRAME: 0661

TRADEMARK ASSIGNMENT

State of Illinois)
County of Cook) SS.

WHEREAS Sara Lee Corporation (hereinafter called "Assignor"), a Maryland corporation having its principal place of business at Chicago, Illinois, has adopted, used, and is using the trademark SEITZ, registered on the Principal Register of the United States Patent and Trademark Office as Registration No. 873,159; and

WHEREAS Bartlow Brothers, Inc. (hereinafter called "Assignee"), an Illinois corporation, 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 mark and the registration thereof.

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

SARA LEE CORPORATION

By: Richard Oberdorf
Richard Oberdorf
Vice President

Date: April 12, 2002

Subscribed and sworn to before me this 12 day of April, 2002.

[SEAL]



My commission expires on: 9/14/2003

Notary Public
Yvette Brandy

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513,

on 7/5/02
(Date of Deposit)

MARSHA GORBY
(Name)

Marsha Gorby
(Signature)

7/5/02
(Date of Signature)