

10/29/02

11-05-2002

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
Tab settings

RECORDATION
TRADE



DEPARTMENT OF COMMERCE
Patent and Trademark Office

102271520

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

1. Name of conveying party(ies):
Saramar, LLC

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

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 E. 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 Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 10-23-02

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
2576763 and 731579

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 2

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Nicholas J. Valenziano, Jr.
Internal Address: Law Department
Street Address: 1000 E. Hanes Mill Road
City: Winston-Salem State: NC Zip: 27105

7. Total fee (37 CFR 3.41).....\$ 65
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
190142
(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.

Michelle Smith Frye Michelle Smith Frye 10-23-02
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 4

11/04/2002 TDIAZ1 00000108 190142 2576763
01 FC:8521 40.00 CH
02 FC:8522 25.00 CH

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

TRADEMARK
REEL: 2609 FRAME: 0775

ASSIGNMENT

WHEREAS Saramar, LLC (hereinafter called "Assignee"), a Delaware limited liability company having its principal place of business at 10 South Riverside Plaza, Chicago, Illinois, 60606, has adopted, used, and is using the trademarks listed below;

BODY BEAUTIFUL U.S. Registration No. 2,576,763

BODY BEAUTIFUL U.S. Registration No. 731,579

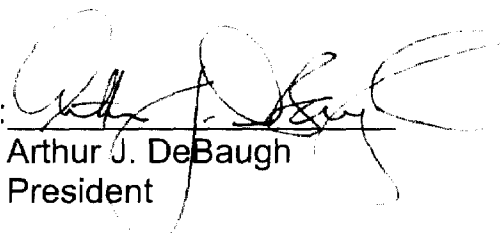
WHEREAS Sara Lee Corporation (hereinafter called "Assignor"), a Maryland corporation having its principal place of business at 1000 E. Hanes Mill Road, Winston-Salem, North Carolina, 27105 is desirous of acquiring said trademarks and registrations;

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 marks and the registrations thereof.

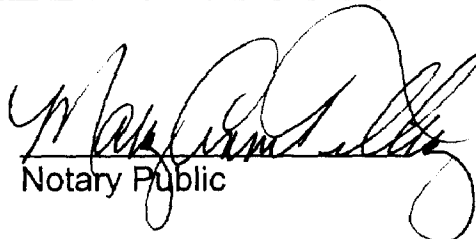
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

Saramar, LLC

Date: 23 Oct. 2002

By: 
Arthur J. DeBaugh
President

Subscribed and sworn to before me this 23 day of October, 2002.


Notary Public

My commission expires on: 3/23/05

