

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Samarar, L.L.C.		03/17/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	Canadelle Limited Partnership
Street Address:	4405 Metropolitan Blvd., East
City:	Montreal, Quebec
State/Country:	CANADA
Postal Code:	H1R 1Z4
Entity Type:	LIMITED PARTNERSHIP: CANADA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2751348	THE WONDER OF GEL

CORRESPONDENCE DATA	
Fax Number:	(336)519-7312
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	336-519-7450
Email:	atruesdale@saralee.com
Correspondent Name:	Nicholas J. Valenziano, Jr.
Address Line 1:	1000 East Hanes Mill Road
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105

DOMESTIC REPRESENTATIVE	
Name:	Arthur J. DeBaugh
Address Line 1:	1000 East Hanes Mill Road
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	Amanda K. Truesdale
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CH \$40.00 2751348

Total Attachments: 1
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ASSIGNMENT

WHEREAS Saramar, L.L.C. (hereinafter called "Assignor"), a Delaware limited liability company having its principal place of business at, 125 South Wacker Drive, Chicago, Illinois, 60606, has adopted, used, and is using the trademark listed below;

U.S. Registration THE WONDER OF GEL Reg. No. 2751348

WHEREAS Canadelle Limited Partnership, a limited partnership organized under the laws of Quebec, its general partner being Canadelle Holding Corporation Limited, a corporation organized under the laws of Nova Scotia, 4405 Metropolitan Blvd. E., Montreal, Quebec, H1R 1Z4 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.

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

Saramar, L.L.C.

Date: 17 March 2004

By: *Arthur J. DeBaugh*
Arthur J. DeBaugh
President

Subscribed and sworn to before me this 17 day of March, 2004.

Amanda K. Truesdale
Notary Public

My commission expires on: 1-29-06

