TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Harwood Companies, Inc.		04/08/2004	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Sara Lee Corporation
Street Address:	1000 E. Hanes Mill Road
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27105
Entity Type:	CORPORATION: MARYLAND

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1511355	TRUNX

CORRESPONDENCE DATA

Fax Number: (336)519-7312
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 336-519-7407
Email: dmarcinc@saralee.com
Correspondent Name: Arthur J. DeBaugh
Address Line 1: 1000 E. Hanes Mill Road
Address Line 4: Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	David Marcincavage

Total Attachments: 1
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CH $40.00 1511355

ASSIGNMENT

WHEREAS, The Harwood Companies, Inc., (hereinafter called "Assignor"), a New York corporation having its principal place of business at 666 Fifth Avenue, New York, New York, 10103, has adopted, used, and is using the trademark listed below;

U.S. Registration TRUNX **Registration No. 1,511,355**

WHEREAS, Sara Lee Corporation, (hereinafter called "Assignee), a Maryland corporation, having its principal place of business at 1000 East Hanes Mill Road, Winston-Salem, North Carolina, 27105, 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 registrations and applications thereof.

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

The Harwood Companies, Inc.

By: Arthur J. DeBaugh

Arthur J. DeBaugh
Assistant Secretary

Date: 8 April 2004

Subscribed and sworn to before me this 8 day of April, 2004.

[SEAL]

OFFICIAL SEAL
AMANDA K. TRUESDALE
Notary Public-North Carolina
COUNTY OF DAVIDSON
My Commission Expires
1-29-06

Amanda K. Truesdale
Notary Public

My commission expires on: 1-29-06