

11/10/03

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TRADEMARK 102599487

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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U.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):  
Playtex Apparel, Inc.

Individual(s)                       Association  
 General Partnership             Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_

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

2. Name and address of receiving party(ies)  
Name: Sara Lee Corporation  
Internal Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
Street Address: 1000 East Hanes mill Rd  
Winston-salem State: NC Zip: 27105  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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: Nov. 3, 2003

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)  
78/232035

B. Trademark Registration No.(s)

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Amanda K. Truesdale  
 Internal Address: \_\_\_\_\_  
Sara Lee Corporation  
 \_\_\_\_\_  
 Street Address: 1000 East Hanes  
mill Road  
Winston-salem  
 City: \_\_\_\_\_ State: NC Zip: 27105

6. Total number of applications and registrations involved: .....

7. Total fee (37 CFR 3.41).....\$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
19-0142

(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.*

Amanda K. Truesdale      Amanda K. Truesdale      Nov, 3, 2003  
 Name of Person Signing                      Signature                      Date

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

11/12/2003 LNUELLER 00000216 190142 78232035  
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Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002862 FRAME: 0089

ASSIGNMENT

WHEREAS Playtex Apparel, Inc. (hereinafter called "Assignee"), a Delaware corporation having its principal place of business at 700 Fairfield Avenue, Stamford, Connecticut, 06902, has adopted, used, and is using the trademark listed below;

U.S. Application BEAUTIFUL SHAPING Application No. 78/232035

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 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.

Playtex Apparel, Inc.

Date: 3 Nov, 2003

By: *Arthur J. DeBaugh*  
Arthur J. DeBaugh  
Assistant Secretary

Subscribed and sworn to before me this 3 day of Nov., 2003.

*Amanda K. Truesdale*  
Notary Public

My commission expires on: 1/29/06

