

**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
Caitlin Financial Corporation N.V.		03/30/2004	CORPORATION: NETHERLANDS ANTILLES

RECEIVING PARTY DATA	
Name:	Kiwi European Holdings B.V.
Street Address:	Vleutensevaart 100
City:	Utrecht
State/Country:	NETHERLANDS
Postal Code:	3532 AD
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	586661	VITAPOINTE

CORRESPONDENCE DATA	
Fax Number:	(336)519-7312
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	vtriplett@saralee.com
Correspondent Name:	Sara Lee Corporation
Address Line 1:	1000 E. Hanes Mill Rd.
Address Line 2:	Law Department
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105

DOMESTIC REPRESENTATIVE	
Name:	Arthur J. DeBaugh
Address Line 1:	1000 E. Hanes Mill Rd.
Address Line 2:	Sara Lee Corporation Law Department
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	Victoria J. Triplett
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CH \$40.00 586661

Total Attachments: 4

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United States of America

ASSIGNMENT

WHEREAS, Caitlin Financial Corporation N.V. of Pietermaai 15, Willemstad, Netherlands Antilles (hereinafter referred to as "Assignor") owns trademark registration No. 586661 VITAPOINTE and

WHEREAS, Kiwi European Holdings B.V., Vleutensevaart 100, 3532 AD Utrecht, the Netherlands (hereafter "Assignee"), is desirous of acquiring said registration and the goodwill symbolized thereby.

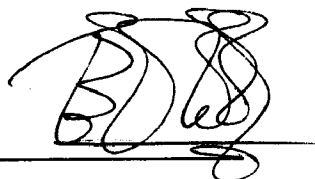
NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell transfer and assign unto Assignee, all right, title and interest in and to said trademarks and registrations, together with the goodwill attached to and symbolized by the trade mark and all rights of recovery for past infringement thereof; and Assignor agrees that whenever it may be requested to do so by Assignee, its successors and assigns, it will execute and deliver to Assignee whatever further and separate assignments and other instruments that may be necessary or desirable to vest in Assignee, its successors and assigns, or to record in Assignee's name, these trademark registrations agreed to be assigned.

ASSIGNOR covenants and warrants that it is the lawful owner of all rights transferred to Assignee by the Assignment and agrees that it will communicate to Assignee, its successors and assigns, upon its or their request at any time, all facts known to Assignor with respect to such trademarks and registrations and will execute all lawful papers or instruments and generally do everything reasonable and proper to aid said Assignee, its successors and assigns, in carrying into full force the effect of this sale, assignment and transfer.

Signed at Utrecht this 30<sup>th</sup> day of March, 2004

CAITLIN FINANCIAL CORPORATION N.V.

By: \_\_\_\_\_



Jelis Steenhof  
Attorney under Power  
Fondé de Pouvoir

KIWI EUROPEAN HOLDINGS B.V.

By: \_\_\_\_\_



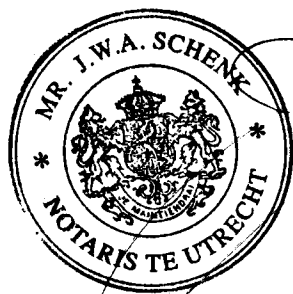
Jelis Steenhof  
Attorney under Power  
Fondé de Pouvoir



## C/M/S/ Derks Star Busmann

I, the undersigned, Jan Willem Anton Schenk, civil law notary, practising in Utrecht, The Netherlands, do certify that the two signatures on the attached document are the signatures of *Jelis Steenhof*, born in Utrecht, The Netherlands, on the twenty-third day of May nineteen hundred forty-nine, living in 3603 CA Maarssen, The Netherlands, Verdilaan 12.

Given at Utrecht, The Netherlands, this fifth day of April two thousand four.



DESIGNATION OF DOMESTIC REPRESENTATIVE

TRADEMARK REG. NO.: 586661 VITAPOINTE

APPLICANT: KIW I EUROPEAN HOLDINGS B.V.

Names of Domestic Representatives:

Arthur J. DeBaugh, Esq. and Nicholas J. Valenziano, Jr., Esq.

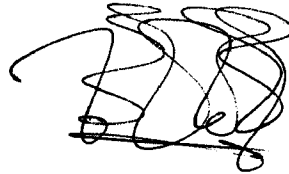
Whose address is:

1000 E. East Hanes Mill Road  
Winston-Salem, North Carolina 27105

Is/are hereby designated as applicant's representative(s) upon whom notices or process in proceedings affecting the marks may be served.

Utrecht, March 30, 2004

KIW I EUROPEAN HOLDINGS B.V.



By: \_\_\_\_\_

Name:

Title:

Jelle Steenhoof  
Attorney under Power  
Fondé de Pouvoir