

02-10-2004

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



U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

Saramar, L.L.C.
10 South Riverside Plaza, Suite 1800
Chicago, Illinois, 60606

- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Liability Company
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: JANUARY 28, 2004

2. Name and address of receiving party(ies)

Name: Sara Lee Global Finance, L.L.C.
Internal Address: Suite 1800

Street Address: 10 South Riverside Plaza
City: Chicago State: IL Zip: 60606

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company

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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2418305

See Exhibit A

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: S. Kathleen Frith

Internal Address: Sara Lee Corporation
Law Department

Street Address: 1000 E. Hanes Mill Rd.

City: Winston Salem State: NC Zip: 27105

6. Total number of applications and registrations involved: _____

8

7. Total fee (37 CFR 3.41).....\$ 215.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

190-143

RECEIVED - 6 AM 7-11
OFF/FINANCE

DO NOT USE THIS SPACE

9. Signature.

S. Kathleen Frith
Name of Person Signing

Kathleen Frith
Signature

1.29.04
Date

Total number of pages including cover sheet, attachments, and document: **3**

02/09/2004 EDDOPER 00000060 190143 2418305

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

01 FD:8521 40.00 DA
02 FD:8522 175.00 DA

TRADEMARK
REEL: 002914 FRAME: 0274

Exhibit A

<i>Trademark Name</i>	<i>App Number</i>	<i>Reg Number</i>
BODY BALANCE	75/654372	2418305
HYDROSENSE	75/375310	2282078
JB (DESIGN)	73/458990	1309129
JOGBRA	73/291089	1205532
MCR	74/291698	1829077
MOTION CONTROL REQUIREMENTS	291699	1829078
SPORTSHAPE	74/280523	1747202
THE BRA THAT CHANGED THE WORLD	75/924602	2505502

ASSIGNMENT

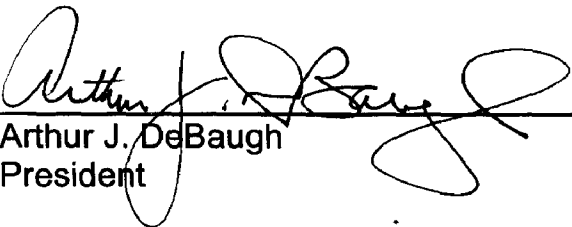
WHEREAS SARAMAR, L.L.C., (hereinafter called "Assignor"), a Delaware limited liability company, having its principal place of business at 10 South Riverside Plaza, Suite 1800, Chicago, Illinois 60606, has adopted, used, and is using the trademarks listed on the attached Exhibit A; and

WHEREAS SARA LEE GLOBAL FINANCE, L.L.C., (hereinafter called "Assignee"), a Delaware limited liability company, having its principal place of business at 10 South Riverside Plaza, Suite 1800, Chicago, Illinois 60606, 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, nunc pro tunc, on December 22, 2003, 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.

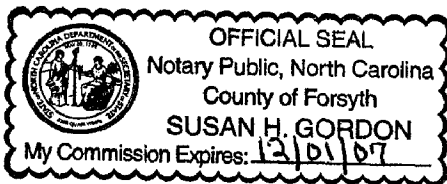
SARAMAR, L.L.C.

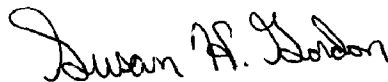
By: 
Arthur J. DeBaugh
President

Date:

Subscribed and sworn to before me this 28 day of January, 2004.

[SEAL]




Notary Public

My commission expires on: 12/01/07