

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Samarar, LLC		11/16/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	Sara Lee Corporation
Street Address:	1000 East 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:	2882892	NOBODY DOESN'T LIKE SARA LEE

CORRESPONDENCE DATA	
Fax Number:	(336)519-7312
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	kfrith@saralee.com
Correspondent Name:	S. Kathleen Frith
Address Line 1:	1000 East Hanes Mill Road
Address Line 2:	IP Law Department
Address Line 4:	Winston Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	S. Kathleen Frith
--------------------	-------------------

Total Attachments: 2 source=assign ITU3#page1.tif source=assign ITU3#page2.tif
--

CH \$40.00 2882892

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 trademark listed on the attached Exhibit A; and

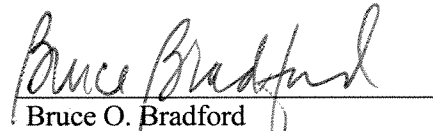
WHEREAS SARA LEE CORPORATION, (hereinafter called "Assignee"), a Maryland corporation having its principal place of business at 1000 East Hanes Mill Road, Winston Salem, North Carolina, 27105, is desirous of acquiring said trademark;

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 application thereof.

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

Samar, L.L.C.

By:



Bruce O. Bradford

Vice President and Assistant Secretary of
Samar, L.L.C.

On this 16th day of November, 2004, before me personally came Bruce O. Bradford to me known, who being by me duly sworn, did depose and say that he is the Vice President and Assistant Secretary of Samar, L.L.C., having its principal place of business at 10 South Riverside Plaza, Suite 1800, Chicago, Illinois, 60606, USA, which the limited liability company is described in and which executed the above instrument; that it was within the power of said corporation to so execute the above instrument; and that he signed his name thereto by like order and authority.

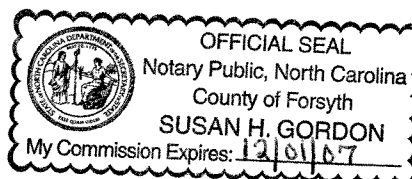
I hereby certify that this document has been prepared and executed in accordance with the laws of the United States.

Witness my hand and official seal, this 16th of November 2004.

My commission expires 12/01/07



Notary Public



TRADEMARK

REEL: 002976 FRAME: 0448

Exhibit A

Trademark

Registration No.

NOBODY DOESN'T LIKE SARA LEE

2882892