

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Samarar, L.L.C.	Samarar Corporation	12/13/2004	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: 121		
Property Type	Number	Word Mark
Registration Number:	2243822	ALL THAT SHINES
Registration Number:	783713	ANCHORS-A-WAIST
Registration Number:	861054	BALI
Registration Number:	1832787	BALI
Registration Number:	1202126	
Registration Number:	1012602	
Registration Number:	2807373	BALI CONCEALERS
Registration Number:	2423774	BALI
Registration Number:	2602897	BARE SENSATIONS
Registration Number:	1848235	BEYOND BEAUTIFUL
Registration Number:	2849431	BEYOND SEAMLESS
Registration Number:	2239318	BEYOND SEAMLESS
Registration Number:	1897001	BODY BY BALI
Registration Number:	2872474	BODY BY BALI CONCEALERS

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Registration Number:	2494876	BODY PHYSICS
Registration Number:	2599602	BODY REVOLUTION
Registration Number:	1292401	CELEBRITY BY LOVABLE
Registration Number:	2592226	CHECKMATES
Registration Number:	2893998	CHIFFON SHAPERS
Registration Number:	2306336	COMFORT EXTRAS
Registration Number:	2104273	COMFORT SHAPERS
Registration Number:	2592985	CONTROL YOURSELF!
Registration Number:	2757534	COOL DRI
Registration Number:	2483608	COOL DRI
Registration Number:	2626619	COTTON CRAZE
Registration Number:	2184366	COTTON CURVES
Registration Number:	2574295	COTTON DREAMS
Registration Number:	1448573	CUDDLE-LACE
Registration Number:	2063958	CURVES AHEAD
Registration Number:	1181221	CURVES AHEAD
Registration Number:	2872495	DIAMOND WORKS
Registration Number:	2757474	DIAMONDS FOREVER
Registration Number:	1331454	DOUBLE SUPPORT
Registration Number:	1739925	DOUBLE SUPPORT
Registration Number:	2477354	DREAM MAKER
Registration Number:	2732397	ENCHANTRESS
Registration Number:	2482817	EVE'S LEAVES
Registration Number:	2566652	FITTING TRIBUTE
Registration Number:	709097	FLOWER BALI
Registration Number:	1449838	FLOWER MARKET
Registration Number:	2593091	FORBIDDEN LOVE
Registration Number:	2754644	FULL-CUT-FIT
Registration Number:	1400468	GRAND ENTRANCE
Registration Number:	917300	GRIPNETIC
Registration Number:	2872528	HEARTWARE
Registration Number:	2602856	HIP HUG HER!
Registration Number:	2890149	ILLUSIVE LACE
Registration Number:	2523280	INCREDIBRA
Registration Number:	1402282	INNOCENTS

Registration Number:	2490054	LACE EMBRACE
Registration Number:	340376	LACE LASTIQUE
Registration Number:	1639800	LACE 'N SMOOTH
Registration Number:	2480738	LACE OF LOVE
Registration Number:	2588848	LET BALI EMBRACE YOU
Registration Number:	2437889	LIBCOLOR
Registration Number:	2730661	LIFT 1 2 3
Registration Number:	2870480	LIGHT EFFECTS
Registration Number:	2435749	LOTS OF LEAVES
Registration Number:	947645	LOVABLE
Registration Number:	832979	LOVABLE
Registration Number:	2739078	LOVABLE BODY GLOSS COLLECTION
Registration Number:	1036853	LOVABLE PRICE-SAVERS
Registration Number:	500299	LOVABLE
Registration Number:	378181	LOVABLE
Registration Number:	1793746	LOVABLE
Registration Number:	2061279	LOVABLE
Registration Number:	814550	LOVE LACE
Registration Number:	2489466	LOVE TRIANGLE
Registration Number:	1513630	MATCHMATES
Registration Number:	2503182	MIDNIGHT PASSION
Registration Number:	2695945	MOVES WITH YOU TO CREATE BEAUTIFUL CURVES
Registration Number:	2521072	NET ESCAPE
Registration Number:	2245246	NO POKE WIRE
Registration Number:	1354333	NOT JUST ANOTHER PANTY
Registration Number:	2482188	NOTHING FEELS BETTER
Registration Number:	2377765	NOTHING FEELS BETTER
Registration Number:	2279837	PASSION-NET
Registration Number:	2877329	POP FLOWER
Registration Number:	2364937	POWER SUPPORT FRAME
Registration Number:	2720128	POWERSHAPE
Registration Number:	2598352	POWERSHAPER
Registration Number:	1470727	PRETTY BALI
Registration Number:	2473467	RADIANCE
Registration Number:	1532041	REPLAY

Registration Number:	842156	SATENDRE
Registration Number:	2518339	SATIN DELIGHT
Registration Number:	1779722	SATIN TRACINGS
Registration Number:	2843799	SEAMLESS SMOOTHERS
Registration Number:	2582955	SECRET ADMIRER
Registration Number:	2322358	SENSUALE
Registration Number:	2738932	SHOULDER SPA
Registration Number:	2855165	SIGNATURE COMFORT
Registration Number:	2478697	SILKEN LACE
Registration Number:	2356030	SILKEN LUXURY
Registration Number:	2388897	SILKEN SHAPERS
Registration Number:	2576490	SILKEN SMOOTH
Registration Number:	708437	SKY BALI
Registration Number:	2207503	SLIMMING BANDS
Registration Number:	2478553	SMART SHAPERS
Registration Number:	2243821	SMOOTH APPEAL
Registration Number:	2289198	SMOOTH COMFORT
Registration Number:	2099636	SMOOTH COMPLIMENTS
Registration Number:	2594442	SMOOTH FINISH
Registration Number:	2444540	SMOOTH SHAPES
Registration Number:	2764141	SMOOTH TONERS
Registration Number:	2556669	SMOOTH WAVES
Registration Number:	2580320	SOCK-SATIONS
Registration Number:	2476165	SOFT ESSENTIALS
Registration Number:	2757735	SPORTYWARE
Registration Number:	2582978	SPRING FLING
Registration Number:	2151449	STRETCH PERFECT
Registration Number:	2414372	STRETCH PERFECTION
Registration Number:	2605957	STRETCHFORM
Registration Number:	339794	SUPER LASTIQUE
Registration Number:	786445	SWEETHEART
Registration Number:	2527675	THE FEEL IS UNREAL
Registration Number:	2533047	THE LOOK OF LOVE
Registration Number:	851229	TOTAL COMFORT
Registration Number:	2770301	TOTAL TONERS

Registration Number:	2487333	UNDERNEATH I'M LOVABLE
Registration Number:	1485342	YOUR CHOICE

CORRESPONDENCE DATA

Fax Number: (336)519-7312
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 336-519-7074
Email: atruesdale@saralee.com
Correspondent Name: Amanda K. Truesdale
Address Line 1: 1000 East Hanes Mill Road
Address Line 4: Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	Amanda K.Truesdale
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Total Attachments: 1
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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, Chicago, Illinois, 60606, has adopted, used, and is using the trademarks listed in the attached Schedule of Registered Trademarks;

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 trademarks;

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 thereof.

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

Saramar, L.L.C.

Date: 12-13-04

By: Nicholas J. Valenziano, Jr.
Vice President

Subscribed and sworn to before me this 13 day of December 2004.

Amanda K. Truesdale
Notary Public

My commission expires on: 1-29-06

