

**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
Sara Lee Corporation		12/10/2004	CORPORATION: MARYLAND

RECEIVING PARTY DATA

Name:	MS Brands, LLC
Street Address:	6465 N. Quail Hollow Road
Internal Address:	Suite 401
City:	Memphis
State/Country:	TENNESSEE
Postal Code:	38120
Entity Type:	LTD LIAB JT ST CO: TENNESSEE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	1419358	KING COTTON
Registration Number:	2099320	CIRCLE B BRAND
Registration Number:	2261822	KING COTTON PLUMP 'N' TENDER
Registration Number:	2169689	KING COTTON
Registration Number:	1809380	RIGHTLY SEASONED
Registration Number:	1421297	"RIGHTLY SEASONED"

CORRESPONDENCE DATA

Fax Number: (615)742-0401  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 6157427779  
 Email: trademarks@bassberry.com  
 Correspondent Name: Bass Berry & Sims PLC  
 Address Line 1: AmSouth Center, 315 Deaderick Street  
 Address Line 2: Suite 2700  
 Address Line 4: Nashville, TENNESSEE 37238-3001

CH \$165.00 1419358

ATTORNEY DOCKET NUMBER:

108050-125

NAME OF SUBMITTER:

Paul W. Kruse

**Total Attachments: 4**

source=MS Brands - TM Assignment - 1 of 4#page1.tif

source=MS Brands - TM Assignment - 2 of 4#page1.tif

source=MS Brands - TM Assignment - 3 of 4#page1.tif

source=MS Brands - TM Assignment - 4 of 4#page1.tif

## TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of December 10, 2004 by and among Sara Lee Corporation, a Maryland corporation, with an address at Three First National Plaza, Chicago, Illinois 60602 (the "Assignor") and MS Brands, LLC, a Tennessee limited liability company, with an address at 6465 N. Quail Hollow Road, Suite 401, Memphis, Tennessee 38120 (the "Assignee").

Assignor owns all right, title and interest to certain trademarks, the applications and/or registrations for which are set forth in SCHEDULE A (collectively, the "Trademarks"). Assignor wishes to assign all right, title and interest to the Trademarks to Assignee.

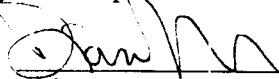
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademarks and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

If any of the Trademarks are the subject of an application based on Assignor's bona fide intent to use the Trademarks in commerce, Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Trademarks pertain.

\* \* \* \* \*

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed the day and year first above written.

Sara Lee Corporation,  
a Maryland corporation

By:   
Name: Diana S. Ferguson  
Title: Senior Vice President - Corporate  
Development & Treasurer

MS Brands, LLC,  
a Tennessee limited liability company

By: MS Holdings, LLC,  
a Tennessee limited liability company,  
its sole member

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

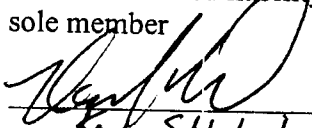
IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed the day and year first above written.

Sara Lee Corporation,  
a Maryland corporation

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

MS Brands, LLC,  
a Tennessee limited liability company

By: MS Holdings, LLC,  
a Tennessee limited liability company,  
its sole member

By:   
Name: Karl Schledwitz  
Title: Chairman

## SCHEDULE A

### Marks

<u>Trademark</u>	<u>Reg. No.</u> <sup>1</sup>	<u>Reg. Date</u>
CIRCLE B BRAND & Design	2,099,320	09/23/1997
FARMERS PRIDE BRAND	Arkansas State Registration	04/13/2004
FARMER'S PRIDE BRAND	Tennessee State Registration	06/01/1981
KING COTTON & Design	1,419,358	12/02/1986
KING COTTON PLUMP 'N' TENDER & Design	2,261,822	07/20/1999
KING COTTON & Design	2,169,689	06/30/1998
RIGHTLY SEASONED	1,809,380 1,421,297	12/07/1993 12/16/1986

---

<sup>1</sup> All Registrations are U.S. federal registrations on the Principle Register, unless otherwise noted.