

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/23/2003

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Sara Lee Direct L.L.C.		02/28/2005	Limited Liability Corporation: COLORADO

**RECEIVING PARTY DATA**

Name:	Sara Lee Corporation
Street Address:	1000 E. Hanes Mill Rd.
Internal Address:	Law Department - VJT
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27105
Entity Type:	CORPORATION: MARYLAND

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Registration Number:	2557386	
Registration Number:	2772598	LIKE SILK IN MOTION

**CORRESPONDENCE DATA**

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

NAME OF SUBMITTER:	Victoria J. Triplett
Signature:	/victoria j. triplett/

**TRADEMARK**

CH \$65.00 2557386

Date:

03/09/2005

Total Attachments: 1

source=nucprotunsltdtoslc#page1.tif

NUNC PRO TUNC ASSIGNMENT

State of North Carolina )  
 )  
County of Forsyth ) SS.

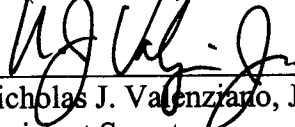
**WHEREAS** SARA LEE DIRECT, L.L.C. (hereinafter called "Assignor"), a limited liability corporation, having its place of business at 1000 East Hanes Mill Road, Winston-Salem, North Carolina, 27105, has adopted, used, and is using the trademarks: I DESIGN INNERSELF, reg. no. 2557386 and LIKE SILK IN MOTION, reg. no. 2772598; and

**WHEREAS** SARA LEE CORPORATION (hereinafter called "Assignee"), a Delaware corporation, having its 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, nunc pro tunc, as of December 23, 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 thereof.

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

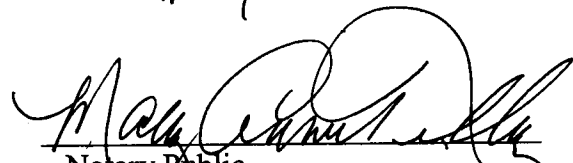
Sara Lee Direct, L.L.C.

  
\_\_\_\_\_  
Nicholas J. Valenziario, Jr.  
Assistant Secretary

Date: 2-28-05

Subscribed and sworn to before me this 28 day of February 2005.

[SEAL]

  
\_\_\_\_\_  
Notary Public

My commission expires on:

