

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		04/05/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Samar LLC		
Street Address:	1000 E. Hanes Mill Rd.		
Internal Address:	Victoria J. Triplett		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27105		
Entity Type:	Limited Liability Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2366913	MASTER CHEF	
CORRESPONDENCE DATA			
Fax Number:	(336)519-7312		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	vtriplett@saralee.com		
Correspondent Name:	Samar LLC		
Address Line 1:	1000 E. Hanes Mill Rd.		
Address Line 2:	Victoria J. Triplett		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105		
NAME OF SUBMITTER:	Victoria J. Triplett		
Signature:	/victoria j triplett/		
Date:	04/06/2005		

Total Attachments: 1

**TRADEMARK
 REEL: 003060 FRAME: 0558**

CH \$40.00 2366913

ASSIGNMENT

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

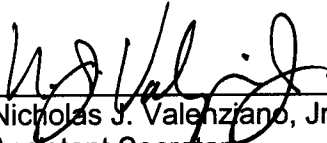
WHEREAS Sara Lee Corporation (hereinafter called "Assignor"), a Maryland corporation having its principal place of business at 470 Hanes Mill Road, Winston-Salem, North Carolina, 27105, has adopted, used, and is using the trademark MASTER CHEF, U.S. Federal Registration No. 2366913; and

WHEREAS Saramar, LLC (hereinafter called "Assignee"), a Delaware 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 registration thereof.

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

Sara Lee Corporation

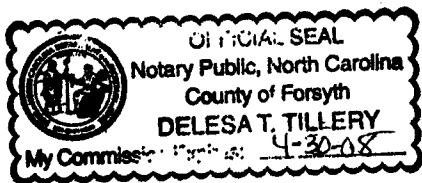


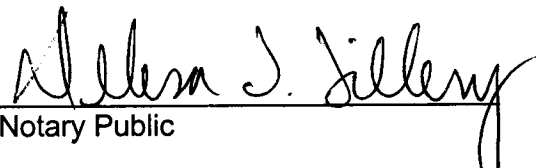
Nicholas J. Valenziano, Jr.
Assistant Secretary

Date: 4-5-05

Subscribed and sworn to before me this 5th day of April, 2005

[SEAL]





Notary Public

My commission expires on: April 30, 2008