

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| 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 | | 03/31/2005 | 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: 44

| Property Type | Number | Word Mark |
|----------------------|---------|----------------------|
| Registration Number: | 2817823 | JMS |
| Registration Number: | 2931506 | PERFECTLY SMOOTH |
| Registration Number: | 2733376 | JMS COLLECTIONS |
| Registration Number: | 2913784 | EX-SCENT |
| Registration Number: | 2913242 | COOL STRETCH |
| Registration Number: | 0688003 | SOUTH PACIFIC |
| Registration Number: | 789716 | LACY LADY |
| Registration Number: | 786964 | SOCKETTES |
| Registration Number: | 831503 | ALIVE |
| Registration Number: | 1244598 | JUST MY SIZE |
| Registration Number: | 1342812 | SUMMERALLS UNDERALLS |
| Registration Number: | 1468389 | SILK REFLECTIONS |
| Registration Number: | 1377396 | SOCKSMITH |
| Registration Number: | 1490291 | JUST MY SIZE |

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|----------------------|----------|--------------------|
| Registration Number: | 1587949 | SILK REFLECTIONS |
| Registration Number: | 978674 | ALIVE |
| Registration Number: | 2063762 | SMOOTHSTITCH |
| Registration Number: | 2003678 | COOLKNIT |
| Registration Number: | 2109565 | JUST MY SIZE |
| Registration Number: | 2082442 | JUST MY SIZE |
| Registration Number: | 2082415 | JUST MY SIZE |
| Registration Number: | 2089049 | CUSHIONMAX |
| Registration Number: | 2443609 | |
| Registration Number: | 2195706 | JUST MY SIZE |
| Registration Number: | 2330702 | |
| Registration Number: | 2304758 | VALUE BASICS |
| Registration Number: | 2274464 | SHAPELY SENSATIONS |
| Registration Number: | 2485629 | ENERGY CUSHION |
| Registration Number: | 2480392 | SOFT REWARDS |
| Registration Number: | 2387364 | |
| Serial Number: | 78069927 | JUST MY STYLE |
| Serial Number: | 78364792 | LIFT APPEAL |
| Serial Number: | 78290601 | LACE DESIRE |
| Serial Number: | 78226317 | DOWNTIME |
| Serial Number: | 78318805 | SPA CLOSURE |
| Serial Number: | 78233911 | COOL EFFECTS |
| Serial Number: | 78141223 | GRIP STRIPS |
| Serial Number: | 78298664 | URBAN ATTITUDES |
| Serial Number: | 78114143 | COMFORTABLE CURVES |
| Serial Number: | 78226321 | FLAWLESS FIT |
| Serial Number: | 78310368 | FLAWLESS FIT |
| Serial Number: | 78119499 | TBI |
| Serial Number: | 78226320 | EASY ON |
| Serial Number: | 78397576 | CUSTOM FIT STRAP |

CORRESPONDENCE DATA

Fax Number: (336)519-7312

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 336-519-7433

Email: cpettitt@saralee.com

TRADEMARK
REEL: 003068 FRAME: 0802

Correspondent Name: Chrystal Pettitt
Address Line 1: 1000 East Hanes Mill Road
Address Line 4: Winston-Salem, NORTH CAROLINA 27105

| | |
|--------------------|-----------------------------------|
| NAME OF SUBMITTER: | Nicholas J. Valenziano, Jr., Esq. |
| Signature: | /Nicholas J. Valenziano, Jr./ |
| Date: | 04/19/2005 |

Total Attachments: 3
source=Samar, LLC to SLC Assignment#page1.tif
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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 U.S. Trademarks;

WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Maryland corporation having a principal office at 1000 East Hanes Mill Road, Winston-Salem, North Carolina, 27105 is desirous of acquiring said trademarks;

NOW, THEREFORE, Assignor does hereby assign unto and transfer to Assignee, as a dividend to Assignor's sole member, all of Assignor's rights, title, and interest in and to said trademarks together with the goodwill of the business symbolized by the trademarks and the applications and registrations thereof.

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

Saramar, L.L.C.

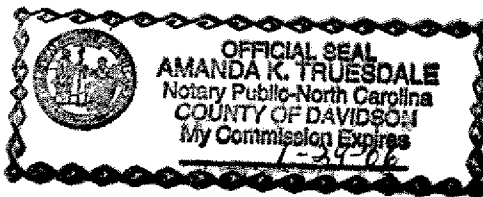
Date: March 31, 2005

By: *Bruce Bradford*
Bruce Bradford
Vice President & Assistant Secretary

Subscribed and sworn to before me this 31 day of March 2005.

Amanda K. Truesdale
Notary Public

My commission expires on: 1-29-06



Schedule of U.S. Trademarks

| Trademark: | U.S. Registration No.: |
|-------------------------------|-------------------------------|
| JMS Design | 2817823 |
| PERFECTLY SMOOTH | 2931506 |
| JMS COLLECTIONS | 2733376 |
| EX-SCENT | 2913784 |
| COOL STRETCH | 2913242 |
| SOUTH PACIFIC | 0688003 |
| LACY LADY | 789716 |
| SOCKETTES Stylized | 786964 |
| ALIVE Logo | 831503 |
| JUST MY SIZE | 1244598 |
| SUMMERALLS UNDERALLS & Design | 1342812 |
| SILK REFLECTIONS | 1468389 |
| SOCKSMITH Stylized | 1377396 |
| JUST MY SIZE | 1490291 |
| SILK REFLECTIONS | 1587949 |
| ALIVE | 978674 |
| SMOOTHSTITCH | 2063762 |
| COOLKNIT | 2003678 |
| JUST MY SIZE | 2109565 |
| JUST MY SIZE | 2082442 |
| JUST MY SIZE | 2082415 |
| CUSHIONMAX | 2089049 |
| RED TOE SEAM Design | 2443609 |
| JUST MY SIZE | 2195706 |
| PINK TOE SEAM Design | 2330702 |
| VALUE BASICS | 2304758 |
| SHAPELY SENSATIONS | 2274464 |
| ENERGY CUSHION | 2485629 |
| SOFT REWARDS | 2480392 |
| WOMAN Design | 2387364 |

Schedule of U.S. Trademarks (continued)

| Trademark: | U.S. Application No.: |
|--------------------|------------------------------|
| Trademark | Application No. |
| JUST MY STYLE | 78/069927 |
| LIFT APPEAL | 78/364792 |
| LACE DESIRE | 78/290601 |
| DOWNTIME | 78/226317 |
| SPA CLOSURE | 78/318805 |
| COOL EFFECTS | 78/233911 |
| GRIP STRIPS | 78/141223 |
| URBAN ATTITUDES | 78/298664 |
| COMFORTABLE CURVES | 78/114143 |
| FLAWLESS FIT | 78/226321 |
| FLAWLESS FIT | 78/310368 |
| BARELYTHERE DESIGN | 78/119499 |
| EASY ON | 78/226320 |
| CUSTOM FIT STRAP | 78/397576 |