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
Saramar L.L.C.		05/24/2005	LTD LIAB JT ST CO: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 52

Property Type	Number	Word Mark
Serial Number:	78140368	A REVOLUTION IN COMFORT
Serial Number:	78289614	ANYWAY EVERYDAY
Serial Number:	75864922	BALI
Serial Number:	78402381	BALI BENEFITS
Serial Number:	78402369	BALI DESIRE
Serial Number:	78483090	BALI FITS 100,000 WOMEN
Serial Number:	78189349	BALI FUSION
Serial Number:	78519079	BALI LIFESTYLE COLLECTIONS
Serial Number:	78402440	BALI SHAPE
Serial Number:	78485210	BELLA INTIMO, A BRAND OF BALI INTIMATES
Serial Number:	78485207	BELLA INTIMO, DESIGNED BY BALI INTIMATES
Serial Number:	78397577	BODY COMFORT SYSTEM
Serial Number:	78416471	BREATHE. FOCUS. AND RELAX.

CH $1315.00 78140368

Serial Number:	78519064	BRILLIANT ANSWERS
Serial Number:	78498358	CASUAL ATTITUDE
Serial Number:	78451689	CASUAL ATTITUDES
Serial Number:	78493168	CURVE ENHANCER
Serial Number:	78073858	ELIMINATOR
Serial Number:	78229482	FITS WHO YOU ARE
Serial Number:	78124171	GET HIP
Serial Number:	78501816	INVISIBLE FIT
Serial Number:	78502654	INVISIBLE LOOK
Serial Number:	78304305	IT'S THE WAY IT FEELS
Serial Number:	78341091	JMS
Serial Number:	78397574	JMS ACTIVE
Serial Number:	78397579	JMS FIT EXPERT
Serial Number:	78296701	JMS JUST MY SIZE
Serial Number:	78296698	JMS JUST MY SIZE
Serial Number:	78361668	JMS SIGNATURE
Serial Number:	78571420	JUST GORGEOUS
Serial Number:	78296706	JUST MY SIZE
Serial Number:	78232546	JUST MY SIZE CLOTHING COMPANY
Serial Number:	78362396	JUST MY SIZE DAILY SMOOTHER
Serial Number:	78504200	JUST MY SIZE SIGNATURE
Serial Number:	78340225	LACE CRAZE
Serial Number:	78033976	LACE DESIRE
Serial Number:	78168183	LIVE IT UP
Serial Number:	78542323	MY ESSENTIALS
Serial Number:	78534359	MY OPTIONS A JUST MY SIZE CLOTHING COMPANY
Serial Number:	78404831	MY SHAPE. MY STYLE.
Serial Number:	78404828	MY SHAPE. MY STYLE. MY FIT.
Serial Number:	78487039	ONLY NOTHING FEELS BETTER
Serial Number:	78434758	PERMALASTIC
Serial Number:	78493161	SHAPE DEFINER
Serial Number:	78227483	SHOULDER MASSAGE
Serial Number:	78011616	SILKEN DESIRE
Serial Number:	78479315	STRETCH
Serial Number:	78529828	STRETCH

Serial Number:	78515114	TF TAGFREE
Serial Number:	78123512	ULTRA FIRM
Serial Number:	78519071	UNCOMPROMISING BEAUTY
Serial Number:	78504167	UNDERSTATEMENTS BY BALI

CORRESPONDENCE DATA

Fax Number: (336)519-7312

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

Phone: 336-519-7439

Email: kfrith@saralee.com

Correspondent Name: Sara Lee Corporation

Address Line 1: 1000 E. Hanes Mill Rd.

Address Line 2: Kathy Frith - Law Department

Address Line 4: Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	S. Kathleen Frith
Signature:	/S. Kathleen Frith/
Date:	05/25/2005

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, Suite 1800, Chicago, Illinois 60606, and a wholly owned subsidiary of assignee Sara Lee Corporation, has intended to use, in interstate commerce, the trademarks listed on the attached Exhibit A and has filed applications with the United States Patent and Trademark Office based on its bona fide intent to use such trademarks, but has not yet filed allegations of use of such trademarks under Section 1(c) or 1(d) of the Trademark Act; and

WHEREAS SARA LEE CORPORATION, (hereinafter called "Assignee"), a Maryland corporation having a place of business at 1000 East Hanes Mill, Road, Winston-Salem, North Carolina 27105, is acquiring the entire portion of the ongoing and existing business to which such trademarks pertain, as required by 15 U.S.C. §1060;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to such trademarks in the applications identified in Exhibit A as a portion of the ongoing and existing business thereof to which the trademarks pertain as required by 15 U.S.C. §1060.

SARAMAR, L.L.C.

By: Nicholas J. Valenziano, Jr.
Nicholas J. Valenziano, Jr.
President

Date:

Subscribed and sworn to before me this 24 day of May, 2005.

[SEAL]

OFFICIAL SEAL
Notary Public, North Carolina
County of Forsyth
DELESA T. TILLERY
My Commission Expires: 4-30-2008

Notary Public

Delesa T. Tillery

My commission expires on:
April 30, 2008