

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Courtaulds Textiles (Holding) Limited		05/24/2005	Private Company limited by shares:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sara Lee Corporation		
<b>Street Address:</b>	1000 East Hanes Mill Road		
<b>City:</b>	Winston-Salem		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27105		
<b>Entity Type:</b>	CORPORATION: MARYLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2642881	DRAMATIC LIFT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(336)519-7312		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	336-519-7443		
<b>Email:</b>	cpettitt@saralee.com		
<b>Correspondent Name:</b>	Chrystal Pettitt		
<b>Address Line 1:</b>	1000 East Hanes Mill Road		
<b>Address Line 4:</b>	Winston-Salem, NORTH CAROLINA 27105		
<b>NAME OF SUBMITTER:</b>	Nicholas J. Valenziano, Jr.		
<b>Signature:</b>	/Nicholas J. Valenziano, Jr./		
<b>Date:</b>	06/02/2005		

Total Attachments: 1

**900025692**

**TRADEMARK  
 REEL: 003095 FRAME: 0612**

**CH \$40.00 2642881**



ASSIGNMENT

WHEREAS, Courtaulds Textiles (Holdings) Limited (hereinafter called "Assignor"), a United Kingdom corporation having its principal place of business at, 225 Bath Road, Slough, SL1 4AU, United Kingdom has adopted, used, and is using the trademarks listed below;

Mark: DRAMATIC LIFT

Reg. No. 2642881

WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Maryland 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 ten dollars (\$10.00) and other 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 trademarks together with the goodwill of the business symbolized by the mark and the registrations and applications thereof.

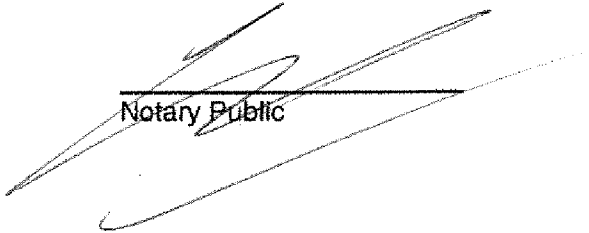
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

Courtaulds Textiles (Holdings) Limited

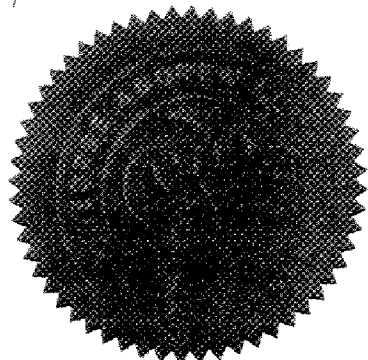
Date: 24/5/05

By:   
Christian Wells  
Director

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

  
Notary Public

My commission expires on:  
31/10/05



G. A. LEWIS  
SOLICITOR & NOTARY PUBLIC  
35 WINDSOR ROAD  
SLOUGH  
BERKSHIRE SL1 2EB