

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/15/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Saramar LLC		06/15/2005	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Sara Lee Global Finance, LLC
Street Address:	1000 E. Hanes Mill Rd.
City:	Winston - Salem
State/Country:	NORTH CAROLINA
Postal Code:	27105
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78127726	SURVIVOR PINK

CORRESPONDENCE DATA

Fax Number: (336)519-7312
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3365197072
 Email: cpettitt@saralee.com
 Correspondent Name: Bruce O. Bradford
 Address Line 1: 1000 E. Hanes Mill Rd.
 Address Line 2: C/O Chrystal Pettitt, Law Dept.
 Address Line 4: Winston Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	Susan Gordon
Signature:	/Susan Gordon/

CH \$40.00 78127726

Date:

06/15/2005

Total Attachments: 2

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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 GLOBAL FINANCE, L.L.C., (hereinafter called "Assignee"), Delaware limited liability company having a place of business at 10 South Riverside, Suite 1800, Chicago, Illinois 60606, 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.

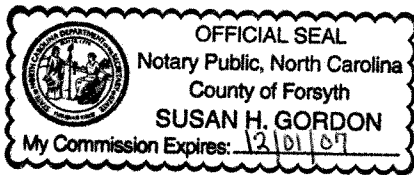
SARAMAR, L.L.C.

By: Bruce Bradford
Bruce O. Bradford
Assistant Secretary

Date:

Subscribed and sworn to before me this 10th day of June, 2005.

[SEAL]



Susan A. Gordon
Notary Public

My commission expires on: 12/01/07

EXHIBIT A

Trademark

SURVIVOR PINK

Application

78/127726

Registration