

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/10/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Saramar, L.L.C.		06/10/2005	Limited Liability Company: DELAWARE

**RECEIVING PARTY DATA**

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

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Serial Number:	78214067	BROWNIE SENSATIONS
Serial Number:	78217706	MAKE IT SIMPLE. MAKE IT SPECTACULAR.
Serial Number:	75608465	PIE DIPPERS

**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
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Signature:

/Susan Gordon/

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 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;

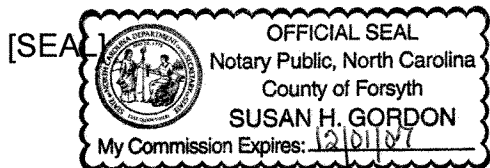
**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to such trademarks in the applications identified in Exhibit A as a portion of the ongoing and existing business thereof to which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

SARAMAR, L.L.C.

By: Bruce Bradford  
Bruce O. Bradford  
Assistant Secretary

Date:

Subscribed and sworn to before me this 10<sup>th</sup> day of June, 2005.



Susan H. Gordon  
Notary Public

My commission expires on: 12/01/07

*EXHIBIT A*

<u>Trademark</u>	<u>Application</u>	<u>Registration</u>
BROWNIE SENSATIONS	78/214067	
MAKE IT SIMPLE. MAKE IT SPECTACULAR	78/217706	
PIE DIPPERS	75/608465	