

**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:	06/22/2005		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Sara Lee Corporation		06/22/2005	CORPORATION: MARYLAND
<b>RECEIVING PARTY DATA</b>			
Name:	Sara Lee Foods, Inc.		
Street Address:	10151 Carver Road		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	78421309	HILLSHIRE FARM	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(336)519-7312		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	336-519-7072		
Email:	cpettitt@saralee.com		
Correspondent Name:	Bruce O. Bradford, Esq.		
Address Line 1:	1000 East Hanes Mill Road		
Address Line 2:	Sara Lee Corp.,c/o Chrystal Pettitt		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105		
NAME OF SUBMITTER:	Chrystal M. Pettitt		
Signature:	/chrystal m. pettitt/		
Date:	06/22/2005		

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Total Attachments: 2

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ASSIGNMENT

**WHEREAS** SARA LEE CORPORATION, (hereinafter called "Assignor"), a Maryland Corporation, having its principal place of business at 1000 East Hanes Mill Road, 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 FOODS, INC., (hereinafter called "Assignee"), a Delaware limited liability company having a place of business at 10151 Carver Road, Cincinnati, Ohio, 45242 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.

SARA LEE CORPORATION

By:   
Nicholas J. Valenziano, Jr.  
Assistant Secretary

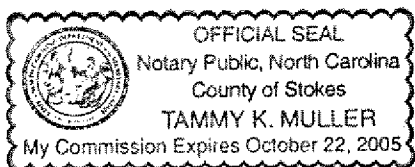
Date:

Subscribed and sworn to before me this 22 day of June, 2005.

[SEAL]

  
Notary Public

My commission expires on: October 22, 2005



**TRADEMARK**  
**REEL: 003108 FRAME: 0684**

*EXHIBIT A*

Trademark

Application

Registration

HILLSHIRE FARM

78/421309