

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/23/2003

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Samarar, L.L.C.		07/13/2005	LTD LIAB JT ST CO: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78217709	LEMON LOVER'S BAR

CORRESPONDENCE DATA

Fax Number: (336)519-7312
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 336-519-7450
 Email: cpettitt@saralee.com
 Correspondent Name: Nicholas J. Valenziano, Jr.
 Address Line 1: 1000 East Hanes Mill Road
 Address Line 4: Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	Nicholas J. Valenziano, Jr.
Signature:	/Nicholas J Valenziano Jr/
Date:	07/14/2005

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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, Serial Number 78/217709, LEMON LOVER'S BAR, and has filed an application with the United States Patent and Trademark Office based on its bona fide intent to use such trademark, but has not yet filed allegations of use of such trademark 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 trademark pertains, as required by 15 U.S.C. §1060;

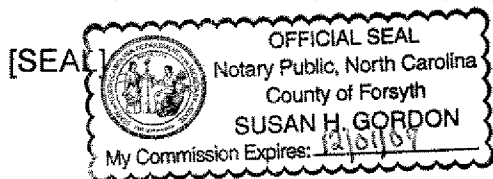
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to such trademark, nunc pro tunc, as of June 23, 2003, in the applications identified above as a portion of the ongoing and existing 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: July 13, 2005

Subscribed and sworn to before me this 13th day of July, 2005.



Susan H. Gordon
Notary Public

My commission expires on: 12/01/07