

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                       |                          |
|-----------------------|--------------------------|
| 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                    |
|-----------------|----------|----------------|--------------------------------|
| Saramar, L.L.C. |          | 07/13/2005     | LTD LIAB JT ST<br>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: 2**

| Property Type        | Number  | Word Mark              |
|----------------------|---------|------------------------|
| Registration Number: | 2128222 | LA ITALIA              |
| Registration Number: | 2955596 | SEVEN LAYERS OF HEAVEN |

**CORRESPONDENCE DATA**

Fax Number: (336)519-7312  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 336-519-7072  
 Email: cpettitt@saralee.com  
 Correspondent Name: Bruce O. Bradford  
 Address Line 1: 1000 East Hanes Mill Road  
 Address Line 4: Winston-Salem, NORTH CAROLINA 27105

|                    |                     |
|--------------------|---------------------|
| NAME OF SUBMITTER: | Bruce O. Bradford   |
| Signature:         | /Bruce O. Bradford/ |

CH \$65.00 2128222

Date:

07/14/2005

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, has adopted, used, and is using the marks attached hereto as Exhibit A; 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 desirous of acquiring said trademark;

NOW, THEREFORE, for 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 trademark together with the goodwill of the business symbolized by the mark and the registrations and applications thereof, nunc pro tunc as of, June 23, 2003.

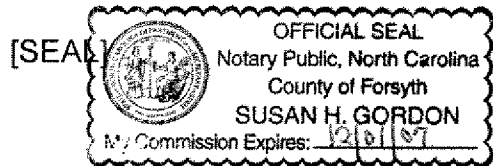
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

SARAMAR, L.L.C.

By: Bruce O. Bradford  
Bruce O. Bradford  
Assistant Secretary

Date: July 13, 2005

Subscribed and sworn to before me this 13<sup>th</sup> day of July, 2005.



Susan H. Gordon  
Notary Public

My commission expires on: 12/01/07

EXHIBIT A

|                        |           |           |
|------------------------|-----------|-----------|
| LA ITALIA & DESIGN     | 78/109632 | 2,128,222 |
| SEVEN LAYERS OF HEAVEN | 78/217707 | 2,955,596 |