

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/31/2005		
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:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	830616	ELEVEN ELEVEN 11 11	
CORRESPONDENCE DATA			
Fax Number:	(336)519-7312		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		

CH \$40.00 830616

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, has adopted, used, and is using Registration No. 830,616, ELEVEN ELEVEN; 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, March 31, 2005.

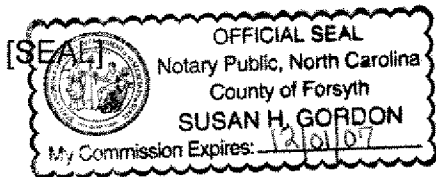
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

SARAMAR, L.L.C.

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

Date: July 13, 2005

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



Susan H. Gordon
Notary Public

My commission expires on: 12/01/07