

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Samarar, L.L.C.		08/09/2005	LTD LIAB JT ST CO: DELAWARE
RECEIVING PARTY DATA			
Name:	Sara Lee Global Finance, L.L.C.		
Street Address:	1000 Hanes Mill Road		
Internal Address:	IP Law Department		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27105		
Entity Type:	LTD LIAB JT ST CO: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2953082	JOGBRA	
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 2:	IP Law Department		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105		
NAME OF SUBMITTER:	Nicholas J. Valenziano, Jr.		
Signature:	/Nicholas J. Valenziano, Jr/		
Date:	08/09/2005		

CH \$40.00 2953082

Total Attachments: 1
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ASSIGNMENT

State of North Carolina)
) SS.
County of Forsyth)

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 Registration No. 2,953,082, JOGBRA; and

WHEREAS Sara Lee Global Finance, , L.L.C. (hereinafter called "Assignee"), a Delaware limited liability company, having its principal place of business at 1000 Hanes Mill Road, Winston-Salem, NC 27105, is desirous of acquiring said trademarks;

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 trademarks together with the goodwill of the business symbolized by the mark and the registrations and applications thereof.

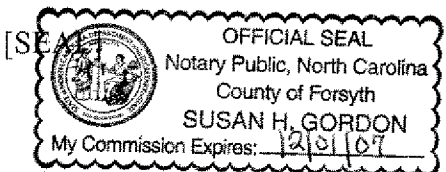
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

Saramar, L.L.C.

By: Bruce Bradford
Bruce O. Bradford
Secretary and Vice-President

Date: August 9, 2005

Subscribed and sworn to before me this 9th day of August, 2005.



Susan H. Gordon
Notary Public

My commission expires on: 12/01/07