

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.		09/28/2005	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Canadelle Limited Partnership		
Street Address:	4405 Metropolitan Boulevard East		
City:	Montreal		
State/Country:	QUEBEC		
Postal Code:	H1R1Z4		
Entity Type:	LIMITED PARTNERSHIP: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2685003	THE PERFECT PUSH-UP	
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:	Amanda K. Truesdale		
Signature:	/Amanda K. Truesdale/		
Date:	10/12/2005		

CH \$40.00 2685003

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, Chicago, Illinois, 60606, has adopted, used, and is using the trademark listed below;

U.S. Registration 2,685,003 THE PERFECT PUSH-UP

WHEREAS Canadelle Limited Partnership, a limited partnership organized under the laws of Quebec, its general partner being Canadelle Holding Corporation Limited, a corporation organized under the laws of Nova Scotia, 4405 Metropolitan Blvd. E., Montreal, Quebec, H1R 1Z4 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.

Date: 9/28/05

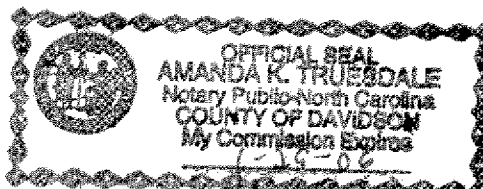
By: Bruce O. Bradford

Bruce O. Bradford
President

Subscribed and sworn to before me this 28 day of Sept, 2005.

Amanda K. Truesdale
Notary Public

My commission expires on: 1-29-06



TRADEMARK