

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, LLC		12/05/2005	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Segafredo Zanetti USA, Inc.
Street Address:	1920 Rankin Road
Internal Address:	Suite 140
City:	Houston
State/Country:	TEXAS
Postal Code:	77073
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 47

Property Type	Number	Word Mark
Registration Number:	2289098	100% ARABICA COFFEE
Registration Number:	0051468	
Registration Number:	1980790	CHASE & SANBORN
Registration Number:	2659534	CHOCK CAFE
Registration Number:	2654487	CHOCK CAFE
Registration Number:	2694855	CHOCK CAFE
Registration Number:	2786218	CHOCK CAFE
Registration Number:	2694854	CHOCK CAFE
Registration Number:	2659533	CHOCK CAFE
Registration Number:	2635384	CHOCK EXPRESS
Registration Number:	2666556	CHOCK EXPRESS
Registration Number:	2645525	CHOCK EXPRESS
Registration Number:	2635383	CHOCK EXPRESS

CH \$1190.00 2289098

Registration Number:	2642971	CHOCK EXPRESS
Registration Number:	2692320	CHOCK EXPRESS
Registration Number:	894796	CHOCK FULL O' NUTS
Registration Number:	2006514	CHOCK FULL O' NUTS
Serial Number:	78592280	CHOCK FULL O' NUTS
Registration Number:	2943754	CHOCK FULL O' NUTS CAFE BLEND
Registration Number:	0784094	CHOCK FULL O' NUTS
Serial Number:	78591992	CHOCK FULL O' NUTS
Registration Number:	632806	CHOCK FULL O'NUTS-THE HEAVENLY COFFEE
Registration Number:	0864362	
Registration Number:	1682460	CHOCK O'CCINO
Registration Number:	2297002	HEAVENLY HAZELNUT
Registration Number:	817488	HEAVENLY
Registration Number:	1332466	HIGH YIELD
Registration Number:	1014223	HILLS BROS
Registration Number:	821232	HILLS BROS
Registration Number:	426375	HILLS BROS COFFEE
Registration Number:	781823	HILLS BROS
Registration Number:	163338	HILLS BROS
Serial Number:	78647964	LIFE HAPPENS
Serial Number:	78559872	M.J. BRANDENSTEIN'S
Registration Number:	2366913	MASTER CHEF
Serial Number:	78499290	MIDTOWN
Registration Number:	817090	MJB
Registration Number:	1249156	MJB
Registration Number:	838900	MJB
Registration Number:	1248529	MJB
Registration Number:	1597673	PERFECT BALANCE
Serial Number:	78647972	TAKE TIME FOR YOURSELF
Registration Number:	1529919	THE HEAVENLY HOT COCOA MIX
Registration Number:	1579254	THE HEAVENLY TEA
Registration Number:	1343043	ULTRA BLEND
Registration Number:	2173203	
Registration Number:	2157824	

CORRESPONDENCE DATA

Fax Number: (312)698-2121
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-861-2820
Email: jeffrey.o.davidson@bakernet.com
Correspondent Name: Jeffrey O. Davidson
Address Line 1: 130 E. Randolph Drive
Address Line 2: Suite 3500
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	95175014
NAME OF SUBMITTER:	Jeffrey O. Davidson
Signature:	//Jeffrey O. Davidson//
Date:	12/28/2005

Total Attachments: 5
source=Segafredo Assignment#page1.tif
source=Segafredo Assignment#page2.tif
source=Segafredo Assignment#page3.tif
source=Segafredo Assignment#page4.tif
source=Segafredo Assignment#page5.tif

OMNIBUS DEED OF ASSIGNMENT OF TRADEMARKS

WHEREAS, Saramar, LLC, a Delaware limited liability company located at 10 South Riverside Plaza, Chicago IL 60606 ("Assignor"), has used and is the owner of the trademarks set out in Schedule A hereto (the "Trademarks");

WHEREAS, Segafredo Zanetti USA, Inc., a Delaware corporation located at 1920 Rankin Road, Suite 140, Houston, TX 77073 ("Assignee") is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration as more fully set forth in that certain written Asset Purchase Agreement by and among Assignor, Sara Lee International B.V. and Sara Lee Corporation dated October 23, 2005, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the associated registrations and applications therefor and all causes of action, rights of recovery and claims for damages and other relief referring, or pertaining to the Trademarks including claims for past and future infringement.

Assignor and Assignee note that, pursuant to this Omnibus Deed of Assignment of Trademarks, the parties have already or shortly will be executing deeds of assignment and accompanying Powers of Attorney and related documentation that is specific to each country in Schedule A in which trademarks are being transferred from Assignor to Assignee ("the Country-Specific Deeds of Assignment.") in order to facilitate the recordal of the transfer of ownership of the Trademarks in the various countries in which trademarks are being transferred. The parties recognize that the present Omnibus Deed of Assignment of Trademarks, and not the Country-Specific Deeds of Assignment, is the instrument of transfer. The parties further recognize that in order to efficiently coordinate the transfer of the Trademarks from Assignor and Assignee, the parties may need to execute the Country-Specific Deeds of Assignment on a date other than the effective date of transfer of the Trademarks. Regardless of when the Country-Specific Deeds of Assignment are executed or any language therein regarding the effective date of transfer, the parties agree that the effective date and time of transfer of the Trademarks is December 5, 2005.

Assignor shall promptly render all assistance reasonably necessary in Assignee's recordation of itself as the owner of the Trademarks. Assignor shall, upon reasonable notice, provide to Assignee or its legal representative further documents and information which may be required from time to time in connection with the renewal, prosecution or enforcement of the Trademarks. Assignor shall also, upon reasonable notice from Assignee, provide Assignee with any further documentation, signatures or other assistance that may be reasonably required by any trademarks offices internationally to perfect the recordal of the Country-Specific Deeds of Assignment so that the trademarks will be reflected as being owned by Assignee.

Assignor acknowledges that as of the date of this Omnibus Deed of Assignment of Trademarks, Assignor has not provided Assignee with evidence that Assignor has completed the

FULL ONUTS in China (Reg. No. 1119821), HILLS BROS in Thailand (Reg. KOR133299) and HILLS BROS in Mexico (Reg. 414643). Assignor agrees that it shall make commercially reasonable efforts, to the extent these registrations are currently active, at its sole cost and expense to obtain and provide evidence of the assignment of such Trademarks to Assignor in the countries indicated, so that Assignor or Assignee can complete the chain of title for each Trademark. With regard to the common law trademark rights included on the Schedule attached hereto, to the best of Assignor's knowledge, Assignor is the proper entity to assign such rights.

Assignor shall transfer to Assignee or its legal representatives all original files and documents relating to the Trademarks, including but not limited to, all application and registration files for the Trademarks, certificates of registration, and search reports and opinions concerning availability and registrability for the Trademarks.

SARAMAR, LLC

By: Sally MacDonald

Sally MacDonald
Attorney-In-Fact

SEGAFREDO ZANETTI USA, INC.

By: Stefano Zanetti

Name:
Title:

Executed this 5th day of December, 2005.

Sworn and subscribed before me this
_____ day of _____, 2005.

Notary Public

CFIDMS1/617628.1

11/06/05-V.1

SCHEDULE				
Owner	Country	Trademark	Reg. No. or (App. No.)	
Saramar LLC	Australia	MJB INSTANT COFFEE & Design	B203195	
Saramar LLC	Bahamas	CHASE & SANBORN & Design	1038	
Saramar LLC	Bermuda	CHASE & SANBORN & Design	834	
Saramar LLC	Canada	ARAB MAN Device	19800	
Saramar LLC	Canada	CHOCK FULL O' NUTS	594984	
Saramar LLC	Canada	CHOCK FULL O' NUTS THE HEAVENLY COFFEE	116056	
Saramar LLC	Canada	CHOCK O'CCINO	424333	
Saramar LLC	Canada	HILLS BROS	57231	
Saramar LLC	Canada	HILLS BROS COFFEE & Design	100344	
Saramar LLC	Canada	INSTANT HILLS BROS & Design	157039	
Saramar LLC	Canada	LE CELESTE CAFÉ Design	369158	
Saramar LLC	Canada	MELANGE ULTRA Design	332401	
Saramar LLC	Canada	MJB	606281	
Saramar LLC	Canada	MJB COFFEE & Design	150973	
Saramar LLC	Canada	MJB Stylized	34562	
Saramar LLC	Canada	RED CAN	55103	
Saramar LLC	Canada	THE HEAVENLY COFFEE & Design	332400	
Saramar LLC	Canada	ULTRA BLEND Design	332399	
Saramar LLC	China	CHOCK FULL O' NUTS	1119821	
Saramar LLC	China	CHOCK FULL O' NUTS	1125104	
Saramar LLC	Cuba	CHASE & SANBORN	119585	
Saramar LLC	Cuba	CHASE & SANBORN	119584	
Saramar LLC	Cuba	MJB	119558	
Saramar LLC	Cuba	MJB	119559	
Saramar LLC	France	CHOCK FULL O' NUTS	94/513756	
Saramar LLC	Germany	CHOCK FULL O' NUTS	2099043	
Saramar LLC	Honduras	CHASE & SANBORN	60699	
Saramar LLC	Hong Kong	HILLS BROS	2199/81	
Saramar LLC	Hong Kong	MJB Design	514/1969	
Saramar LLC	Israel	CHOCK FULL O' NUTS THE HEAVENLY COFFEE	47963	
Saramar LLC	Japan	ARAB MAN Device	404397	
Saramar LLC	Japan	ARAB MAN Device	1901066	
Saramar LLC	Japan	CHASE & SANBORN & Design	2653644	
Saramar LLC	Japan	CHOCK FULL O' NUTS	1410617	
Saramar LLC	Japan	CHOCK FULL O' NUTS & Design	1572749	
Saramar LLC	Japan	HILLS	2091620	
Saramar LLC	Japan	HILLS BROS	1554994	
Saramar LLC	Japan	HILLS BROS	1811928	
Saramar LLC	Japan	HILLS BROS	1990609	
Saramar LLC	Japan	HILLS BROS & Design	639777	
Saramar LLC	Japan	HILLS BROS & Design	900999	
Saramar LLC	Japan	HILLS BROS & Design	1955378	
Saramar LLC	Japan	HILLS BROS COFFEE & Design	430595	
Saramar LLC	Japan	HILLS BROS COFFEE & Design	430596	
Saramar LLC	Japan	HILLS BROS in Katakana	1433923	
Saramar LLC	Japan	HILLS BROS in Katakana	1811929	

Saramar LLC	Japan	HILLS BROS in Katakana	1955377	
Saramar LLC	Japan	HILLS BROS in Katakana	2497794	
Saramar LLC	Japan	HILLS BROS Stylized	177700	
Saramar LLC	Japan	HILLS BROTHERS in Katakana	1899694	
Saramar LLC	Japan	HILLS COFFEE	1433912	
Saramar LLC	Japan	HILLS COFFEE in Katakana	1433914	
Saramar LLC	Japan	HILLS in Hiragana	3104514	
Saramar LLC	Japan	HILLS in Katakana	2091621	
Saramar LLC	Japan	MJB	4774140	
Saramar LLC	Japan	MJB	4288036	
Saramar LLC	Japan	MJB Design	1819054	
Saramar LLC	Japan	MJB Stylized	728388	
Saramar LLC	Japan	MJB Stylized	718572	
Saramar LLC	Japan	MJB Stylized	3019506	
Saramar LLC	Korea	CHOCK FULL O' NUTS Stylized	43945	
Saramar LLC	Korea	CHOCK FULL O' NUTS Stylized	399730	
Saramar LLC	Korea	HILLS BROS	315673	
Saramar LLC	Korea	HILLS BROS in Korean	315669	
Saramar LLC	Korea	HILLS BROS with Arab Man Device	315670	
Saramar LLC	Korea	MJB	10788	
Saramar LLC	Korea	MJB Design	344475	
Saramar LLC	Korea	MJB in Korean	344476	
Saramar LLC	Mexico	CHOCK FULL O' NUTS	501302	
Saramar LLC	Mexico	HILLS BROS	414643	
Saramar LLC	Mexico	MJB	460250	
Saramar LLC	New Zealand	MJB Design	B81493	
Saramar LLC	Philippines	HILLS BROS	116057	
Saramar LLC	Puerto Rico	CHASE & SANBORN	17536	
Saramar LLC	Puerto Rico	HILLS BROS	7041	
Saramar LLC	Singapore	HILLS BROS. COFFEE, INC. with Arab Man Device	T68/44582G	
Saramar LLC	Singapore	MJB Design	T88/40241A	
Saramar LLC	Switzerland	CHASE & SANBORN INSTANT COFFEE & Design	292209	
Saramar LLC	Taiwan	ARAB MAN Device	11871	
Saramar LLC	Taiwan	HILLS BROS	11872	
Saramar LLC	Taiwan	MJB Design	29162	
Saramar LLC	Thailand	HILLS BROS	KOR133299	
Saramar LLC	Trinidad & Tobago	CHASE & SANBORN & Design	73/1938	
Saramar LLC	United Kingdom	ARAB MAN Device	1146432	
Saramar LLC	United Kingdom	CHASE & SANBORN & Design	683461	
Saramar LLC	United Kingdom	CHOCK FULL O' NUTS	1567899	
Saramar LLC	United Kingdom	HILLS BROS with Arab Man Device	B1146431	
Saramar LLC	United States	100% ARABICA COFFEE Design	2289098	
Saramar LLC	United States	ARAB MAN Device	51468	
Saramar LLC	United States	CHASE & SANBORN	1980790	
Saramar LLC	United States	CHOCK CAFÉ	2859534	
Saramar LLC	United States	CHOCK CAFÉ	2854487	
Saramar LLC	United States	CHOCK CAFÉ	2894855	
Saramar LLC	United States	CHOCK CAFÉ & Design	2786218	
Saramar LLC	United States	CHOCK CAFÉ & Design	2694854	
Saramar LLC	United States	CHOCK CAFÉ & Design	2659533	

Samar LLC	United States	CHOCK EXPRESS	2635384	
Samar LLC	United States	CHOCK EXPRESS	2666556	
Samar LLC	United States	CHOCK EXPRESS	2645525	
Samar LLC	United States	CHOCK EXPRESS & Design	2635383	
Samar LLC	United States	CHOCK EXPRESS & Design	2642971	
Samar LLC	United States	CHOCK EXPRESS & Design	2692320	
Samar LLC	United States	CHOCK FULL O' NUTS	894796	
Samar LLC	United States	CHOCK FULL O' NUTS	2006514	
Samar LLC	United States	CHOCK FULL O' NUTS	(78/592280)	
Samar LLC	United States	CHOCK FULL O' NUTS CAFÉ BLEND	2943754	
Samar LLC	United States	CHOCK FULL O' NUTS Stylized	784094	
Samar LLC	United States	CHOCK FULL O' NUTS Stylized	(78/591992)	
Samar LLC	United States	CHOCK FULL O' NUTS THE HEAVENLY COFFEE	632806	
Samar LLC	United States	CHOCK FULL O'NUTS House Design	864362	
Samar LLC	United States	CHOCK O'CCINO	1682460	
Samar LLC	United States	HEAVENLY HAZELNUT	2297002	
Samar LLC	United States	HEAVENLY Stylized	817488	
Samar LLC	United States	HIGH YIELD	1332466	
Samar LLC	United States	HILLS BROS	1014223	
Samar LLC	United States	HILLS BROS & Design	821232	
Samar LLC	United States	HILLS BROS COFFEE with Arab Man Device	426375	
Samar LLC	United States	HILLS BROS Stylized	781823	
Samar LLC	United States	HILLS BROS Stylized	163338	
Samar LLC	United States	LIFE HAPPENS	(78/647964)	
Samar LLC	United States	M.J. BRANDENSTEIN'S	(78/559872)	
Samar LLC	United States	MASTER CHEF	2368913	
Samar LLC	United States	MIDTOWN	(78/499290)	
Samar LLC	United States	MJB Design	817090	
Samar LLC	United States	MJB Design	1249156	
Samar LLC	United States	MJB Design	838900	
Samar LLC	United States	MJB Stylized	1248529	
Samar LLC	United States	NEW YORK CLASSICS	Common Law	
Samar LLC	United States	NEW YORK ROAST	Common Law	
Samar LLC	United States	NY DECAF	Common Law	
Samar LLC	United States	PERFECT BALANCE	1597673	
Samar LLC	United States	SAFARI	Common Law	
Samar LLC	United States	TAKE TIME FOR YOUR SELF	(78/647972)	
Samar LLC	United States	THE HEAVENLY HOT COCOA MIX & Design	1529919	
Samar LLC	United States	THE HEAVENLY TEA & Design	1579254	
Samar LLC	United States	ULTRA BLEND	1343043	
Samar LLC	United States	YELLOW & BLACK CHECKERBOARD Design	2173203	
Samar LLC	United States	YELLOW & BLACK CHECKERBOARD Design	2157824	

TRADEMARK