

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
Metz Baking Company, LLC		12/31/2005	LIMITED LIABILITY COMPANY: IOWA

RECEIVING PARTY DATA

Name:	Metz Holdings, Inc.
Street Address:	2711 Centerville Road, Suite 400
Internal Address:	CSC
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2069198	CHICAGO HEARTH
Registration Number:	2543934	CHICAGO HEARTH
Registration Number:	2557840	CHICAGO HEARTH
Registration Number:	2314715	METZ BAKING CO.
Registration Number:	847111	OLD EUROPE
Registration Number:	1211776	OLD SETTLER
Registration Number:	1909371	PHONE HOME FOR THE HOLIDAYS
Registration Number:	762422	PROTOPAKT
Registration Number:	789403	YE OLDE ENGLISH
Registration Number:	617936	YE OLDE ENGLISH

CORRESPONDENCE DATA

Fax Number: (336)519-7312

CH \$265.00 2069198

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 E. Hanes Mill Road
Address Line 2: IP Law Department
Address Line 4: Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	Michelle S Frye
Signature:	/Michelle S Frye/
Date:	01/06/2006

Total Attachments: 2
source=metz holdings, inc#page1.tif
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ASSIGNMENT

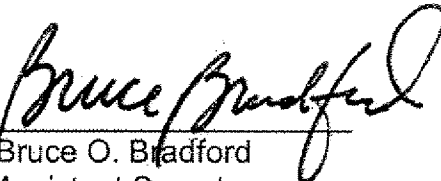
WHEREAS Metz Baking Company, LLC (hereinafter called "Assignor"), an Iowa corporation having its principal place of business at, 729 Insurance Exchange Building, Des Moines, Iowa 50309, has adopted, used, and is using the trademarks listed in the attached schedule;

WHEREAS Metz Holdings, Inc. (hereinafter called "Assignee"), a Delaware corporation having its principal place of business at CSC, 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 is desirous of acquiring said trademarks;

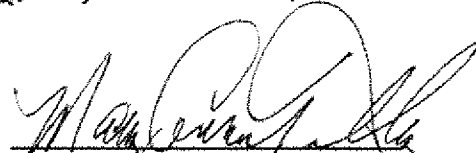
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title, and interest in and to said trademarks together with the goodwill of the business symbolized by the mark and the registrations and applications thereof.

Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment. This assignment is effective as of December 31, 2005.

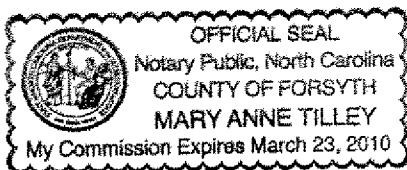
Metz Baking Company, LLC

By: 
Bruce O. Bradford
Assistant Secretary

Subscribed and sworn to before me this 20th day of December, 2005.


Notary Public

My commission expires on:
3/23/10



Schedule A

<u>TRADEMARK</u>	<u>REGISTRATION NUMBER</u>
CHICAGO HEARTH	2,069,198
CHICAGO HEARTH in circle design	2,543,934
CHICAGO HEARTH with skyline design	2,557,840
METZ BAKING CO.	2,314,715
OLD EUROPE	847,111
OLD SETTLER	1,211,776
PHONE HOME FOR THE HOLIDAYS	1,909,371
PROTOPAKT	762,422
YE OLD ENGLISH	789,403
YE OLD ENGLISH Design	617,936