

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/23/2003

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sara Lee Direct L.L.C.		01/18/2006	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Sara Lee Corporation
Street Address:	1000 E. Hanes Mill Rd.
Internal Address:	Law Department - VJT
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27105
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78070608	BODY GRACE

CORRESPONDENCE DATA

Fax Number: (336)519-7312
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: vtriplett@saralee.com
 Correspondent Name: Sara Lee Corporation
 Address Line 1: 1000 E. Hanes Mill Rd.
 Address Line 2: Law Department - VJT
 Address Line 4: Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	Victoria J. Triplett
Signature:	/victoria j. triplett/

CH \$40.00 78070608

Date:

01/18/2006

Total Attachments: 1

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NUNC PRO TUNC ASSIGNMENT

State of North Carolina)

County of Forsyth)

WHEREAS Sara Lee Direct L.L.C. (hereinafter called "Assignor"), a limited liability corporation, having its place of business at 1000 East Hanes Mill Road, Winston-Salem, North Carolina 27105, has adopted, used and is using the trademark BODY GRACE, application no. 78/070608;

WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Delaware Corporation, having its 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 Nunc pro Tunc, as of December 23, 2003, all rights, title, and interest in and to said trademark together with the goodwill of the business symbolized by the mark and application thereof.

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

Sara Lee Direct L.L.C.

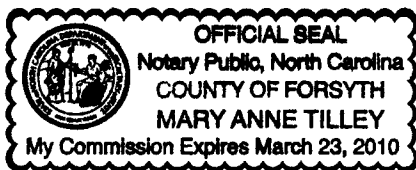
Bruce Bradford
Bruce Bradford
Assistant Secretary

Sworn and subscribed to before me this 18th day of January 2006.

(Seal)

Mary Anne Tilley
Notary Public

My commission expires 3/23/10



TRADEMARK