

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	03/21/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Sara Lee Foods, Inc.		03/21/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Sara Lee Corporation
Street Address:	1000 East Hanes Mill Road
Internal Address:	IP Law Department
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27105
Entity Type:	CORPORATION: MARYLAND

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78647313	LA ITALIA

**CORRESPONDENCE DATA**

Fax Number: (336)519-7312  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 3365197072  
 Email: cpettitt@saralee.com  
 Correspondent Name: Bruce O. Bradford  
 Address Line 1: 1000 East Hanes Mill Road  
 Address Line 2: IP Law Department  
 Address Line 4: Winston-Salem, NORTH CAROLINA 27105

ATTORNEY DOCKET NUMBER:	GALILEO FOODS
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NAME OF SUBMITTER:	S. Kathleen Frith
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CH \$40.00 78647313

Signature:

/S. Kathleen Frith/

Date:

03/22/2006

Total Attachments: 1

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ASSIGNMENT

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

WHEREAS Sara Lee Foods, Inc., (hereinafter called "Assignee"), a Delaware corporation having its principal place of business at 10151 Carver Road, Cincinnati, Ohio 45242, has adopted, used, and is using LA ITALIA & Design, Application No. 78/647313; and

WHEREAS Sara Lee Corporation, (hereinafter called "Assignor"), a Maryland corporation having its principal place of business at 1000 East Hanes Mill Road, Winston-Salem, NC 27105, is desirous of acquiring said trademarks;

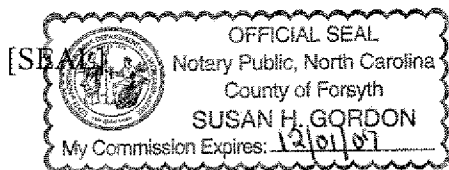
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title, and interest in and to said trademarks together with the goodwill of the business symbolized by the mark and the registrations and applications thereof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

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

Sara Lee Foods, Inc.  
By: Bruce O. Bradford  
Bruce O. Bradford  
Assistant Secretary

Date: March 21, 2006

Subscribed and sworn to before me this 21<sup>st</sup> day of March, 2006.



Susan H. Gordon  
Notary Public

My commission expires on: 12/01/07