

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/19/2002

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bryan 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
Registration Number:	2550175	STATE FAIR

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:	STATE FAIR FOODS
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NAME OF SUBMITTER:	S. Kathleen Frith
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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 Bryan Foods, Inc., (hereinafter called "Assignee"), a Delaware corporation having its principal place of business at One Churchill Road, West Point, MS 39773, has adopted, used, and is using STATE FAIR, Registration No. 2,550,175; 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;

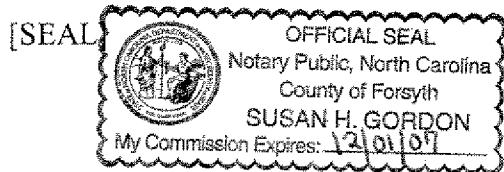
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title, and interest in and to said trademarks together with the goodwill of the business symbolized by the mark and the registrations and applications thereof to be effective, nunc pro tunc as of November 19, 2002.

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

Bryan Foods, Inc.
By: Bruce O. Bradford
Assistant Secretary

Date: March 21, 2006

Subscribed and sworn to before me this 21th day of March, 2006.



Susan H. Gordon
Notary Public

My commission expires on: 12/01/07