

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/13/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sara Lee Corporation		03/21/2006	CORPORATION: MARYLAND

RECEIVING PARTY DATA

Name:	Sara Lee Foods, Inc.
Street Address:	10151 Carver Road
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45242
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
NAME OF SUBMITTER:	S. Kathleen Frith
Signature:	/S. Kathleen Frith/

CH \$40.00 2550175

Date:

03/22/2006

Total Attachments: 1

source=SLC to SLFI STATE FAIR TM#page1.tif

ASSIGNMENT

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

WHEREAS Sara Lee Corporation, (hereinafter called "Assignee"), a Maryland corporation, having its principal place of business at 1000 East Hanes Mill Road, Winston-Salem, NC 27105, has adopted, used, and is using STATE FAIR, Registration No. 2,550,175; and

WHEREAS Sara Lee Foods, Inc., (hereinafter called "Assignor"), a Maryland corporation, having its principal place of business at 10151 Carver Road, Cincinnati, Ohio 45242 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 September 13, 2004.

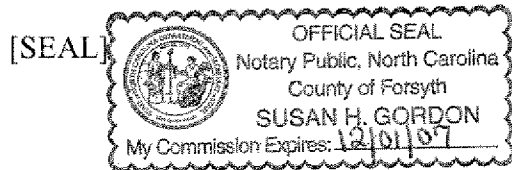
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

Sara Lee Corporation

By: *Bruce 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