

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                                     |
|----------------------------------|--|-----------------------|-------------------------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                                     |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                                     |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                                     |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>                  |
| Saramar LLC                      |  | 12/17/2009            | LIMITED LIABILITY COMPANY: DELAWARE |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                                     |
| <b>Name:</b>                     | Sara Lee Household and Body Care Nederland B.V.                                      |                       |                                     |
| <b>Street Address:</b>           | Vleuntensevaart 35   |                       |                                     |
| <b>City:</b>                     | Utrecht  |                       |                                     |
| <b>State/Country:</b>            | NETHERLANDS  |                       |                                     |
| <b>Postal Code:</b>              | 3532 AD  |                       |                                     |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: NETHERLANDS   |                       |                                     |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                                     |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                                     |
| <b>Serial Number:</b>            | 77292591   | TRI SCENTS            |                                     |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                                     |
| <b>Fax Number:</b>               | (630)598-7333  |                       |                                     |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                                     |
| <b>Phone:</b>                    | 630-598-6402   |                       |                                     |
| <b>Email:</b>                    | docket@saralee.com   |                       |                                     |
| <b>Correspondent Name:</b>       | Mary Margaret Murray   |                       |                                     |
| <b>Address Line 1:</b>           | 3500 Lacey Road  |                       |                                     |
| <b>Address Line 4:</b>           | Downers Grove, ILLINOIS 60515  |                       |                                     |
| <b>ATTORNEY DOCKET NUMBER:</b>   | IP07-026   |                       |                                     |
| <b>DOMESTIC REPRESENTATIVE</b>   |  |                       |                                     |
| <b>Name:</b>                     |  |                       |                                     |
| <b>Address Line 1:</b>           |  |                       |                                     |
| <b>Address Line 2:</b>           |  |                       |                                     |

CH \$40.00 77292591

**900150204**

**TRADEMARK  
 REEL: 004116 FRAME: 0221**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mary Margaret Murray

Signature:

/mary margaret murray/

Date:

12/17/2009

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

WHEREAS, SARAMAR, LLC, a (hereinafter "Assignor"), a Delaware limited liability company, having its principal place of business at located at 3500 Lacey Road, Downers Grove, Illinois 60515, filed Application Serial No. 77/292,591 to register the mark TRI SCENTS for "air fresheners and dispensing units for air fresheners" on October 1, 2007;

WHEREAS, SARA LEE HOUSEHOLD AND BODY CARE NEDERLAND B.V. (hereinafter "Assignee), a private company with limited liability, having a principal place of business at Vleutensevaart 35, 3532 AD Utrecht, The Netherlands, is desirous of acquiring the entire right, title and interest in US Trademark Application Serial No. 77/292,591.

NOW, THEREFORE for \$1.00 (one dollar) and other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to said trademark application thereof to be effective, as of the date entered below.

SARAMAR LLC

By: Mary M. Murray  
Name: Mary Margaret Murray  
Title: President  
Date: December 17, 2009

State of Illinois        )  
                                  )        SS.  
County of DuPage     )

Subscribed and sworn to before me on this 17th day of December, 2009.

Sheri Cooper  
Notary Public

[SEAL]

