

**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>
Sara Lee Foods, LLC		01/27/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fred Meyer Stores, Inc		
<b>Street Address:</b>	3800 S.E. 22nd Avenue P.O. Box 42121		
<b>City:</b>	Portland		
<b>State/Country:</b>	OREGON		
<b>Postal Code:</b>	97242		
<b>Entity Type:</b>	CORPORATION: OHIO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2696623	FLAME CRAFTED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	415-983-1802		
<b>Email:</b>	sftrademarks@pillsburylaw.com		
<b>Correspondent Name:</b>	Richard L. Kirkpatrick		
<b>Address Line 1:</b>	P.O. Box 7880		
<b>Address Line 2:</b>	Calendar/Docketing Department		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94120-7880		
<b>ATTORNEY DOCKET NUMBER:</b>	027928-PENDING		
<b>NAME OF SUBMITTER:</b>	Richard L. Kirkpatrick		
<b>Signature:</b>	/Richard L. Kirkpatrick/		

CH \$40.00 2696623

**900157728**

**TRADEMARK  
 REEL: 004172 FRAME: 0270**

Date:

03/22/2010

Total Attachments: 1

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