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TO:RANDEL S. SPRINGER COMPANY;WOMBLE CARLYLE SANDRIDGE & RICE, PLLC

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Saramar, L.L.C.		12/13/2004	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Sara Lee Corporation		
Street Address:	1000 East Hanes Mill Road		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27105		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1205551	FITTING PRETTY	
Registration Number:	1204627	HANES TOO	
Registration Number:	1145496	HANES, TOO	
Registration Number:	0894211	LITTLE COLOR	
Registration Number:	1475079	SILKEN MIST	
CORRESPONDENCE DATA			
Fax Number:	(336)733-8473		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(336) 721-3747		
Email:	trademarkswinston@wcsr.com		
Correspondent Name:	Randel S. Springer		
Address Line 1:	Womble Carlyle Sandridge & Rice, PLLC		
Address Line 2:	One West Fourth Street		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		

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TO:RANDEL S. SPRINGER COMPANY:WOMBLE CARLYLE SANDRIDGE & RICE, PLLC

ATTORNEY DOCKET NUMBER:	53085.0004.9
NAME OF SUBMITTER:	Randel S. Springer
Signature:	/Randy Springer/
Date:	03/31/2010
Total Attachments: 2 source=\$aramar to SLC - TMs#page1.tif source=\$aramar to SLC - TMs#page2.tif	

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TO:RANDEL S. SPRINGER COMPANY:WOMBLE CARLYLE SANDRIDGE & RICE, PLLC

CONFIRMATORY ASSIGNMENT OF TRADEMARKS

THIS CONFIRMATORY ASSIGNMENT OF TRADEMARKS (this "Assignment") is from SARAMAR, L.L.C., a Delaware limited liability company ("Assignor"), to SARA LEE CORPORATION, a Maryland corporation ("Assignee").

WITNESSETH

WHEREAS, immediately prior to December 13, 2004 (the "Effective Date"), Assignor was the legal or equitable owner of all right, title and interest in and to the trademarks set forth in Schedule A attached hereto and incorporated herein by reference (the "Trademarks"); and

WHEREAS, Assignor and Assignee now desire to confirm as a matter of public record the assignment of the Trademarks to Assignee.

NOW, THEREFORE, for and in consideration of the foregoing recitals (which are part of this Assignment), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns to Assignee *inac pro tunc* as of the Effective Date all right, title and interest in and to the Trademarks, together with (i) the goodwill and the business symbolized by the Trademarks, (ii) the federal registration thereof, and (iii) all causes of action, claims and demands and other rights for, or arising from, any infringement, including past infringements, of the Trademarks.

2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Trademarks and all other rights hereby conveyed.

3. The terms "Assignor" and "Assignee" shall where the context so admits include their respective legal successors, representative, and assigns.

IN WITNESS WHEREOF, Assignor and Assignee have each caused this Assignment to be duly executed by their duly appointed representatives as of the day and year first above written.

ASSIGNOR:

ASSIGNEE:

SARAMAR, L.L.C.

SARA LEE CORPORATION

By: Mary Margaret MurrayBy: Mary Margaret MurrayIts: PresidentIts: Asst Secretary

TRADEMARK

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EXHIBIT A
TRADEMARK(S)

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
FITTING PRETTY	1,205,551	August 17, 1982
HANES TOO	1,204,627	August 10, 1982
HANES, TOO	1,145,496	January 6, 1981
LITTLE COLOR	894,211	July 7, 1970
SILKEN MIST	1,475,079	February 2, 1983