

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sara Lee Corporation		04/13/2011	CORPORATION: MARYLAND

RECEIVING PARTY DATA

Name:	Earthgrains Baking Companies, Inc.
Street Address:	3500 Lacey Road
City:	Downers Grove
State/Country:	ILLINOIS
Postal Code:	60515
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	3668564	ALFARO'S MICRO-BAKERY
Registration Number:	1960027	
Registration Number:	1192604	BUTTERCHARM FARMS
Registration Number:	2859260	BUTTER-KRUST
Registration Number:	994051	GARDNER'S
Registration Number:	2104907	GRANDMA SYCAMORE'S HOME MAID BREAD
Registration Number:	2218616	GRANDMA SYCAMORE'S HOME MAID BREAD
Registration Number:	1558315	GREAT LAKES
Registration Number:	1199769	MASTER
Registration Number:	2536167	MR. PITA
Registration Number:	3451275	MR. PITA
Registration Number:	2119856	MR. PITA
Registration Number:	1228651	NATURE'S HARVEST
Registration Number:	3706455	NUTRITIONAL SPOTLIGHT

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Registration Number:	3732290	NUTRITIONAL SPOTLIGHT
Registration Number:	1830864	THE FRESHEST OF THE FRESH
Registration Number:	3016507	UNCLE BILL'S
Registration Number:	1296641	WHEAT FIELDS
Registration Number:	3166463	WHOLESOME HEART

CORRESPONDENCE DATA

Fax Number: (630)598-7333
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 63-598-8685
Email: docket@saralee.com
Correspondent Name: Mary Margaret Murray
Address Line 1: 3500 Lacey Road
Address Line 4: Downers Grove, ILLINOIS 60515

ATTORNEY DOCKET NUMBER:	HUDSON
NAME OF SUBMITTER:	Mary Margaret Murray
Signature:	/mary margaret murray/
Date:	05/16/2011

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, SARA LEE CORPORATION, (hereinafter "Assignor"), a Maryland corporation, having its principal place of business at 3500 Lacey Road, Downers Grove, Illinois 60515, is the owner of the trademarks listed on Schedule A (attached) and

WHEREAS, EARTHGRAINS BAKING COMPANIES, INC. (hereinafter "Assignee), a Delaware corporation, having a principal place of business at 3500 Lacey Road, Downers Grove, Illinois 60515, is desirous of acquiring the entire right, title and interest in the marks.

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 trademarks together with the goodwill of the business symbolized by the marks and the registrations and applications thereof to be effective, as of the date entered below.

SARA LEE CORPORATION

By: Mary Margaret Murray
Name: Mary Margaret Murray
Title: Assistant Secretary

I, Sheri Cooper, certify that Mary Margaret Murray personally came before me on this day and acknowledged that she is the Assistant Secretary of Sara Lee Corporation and that she, as Assistant Secretary, being authorized to do so executed the foregoing on behalf of the corporation.

Witness my hand and official seal, this 13th day of April, 2011.

Sheri Cooper
Sheri Cooper, Notary Public
My commission Expires: 04/24/2013

[SEAL]

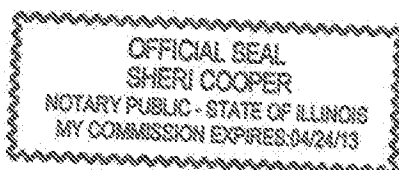

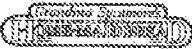



EXHIBIT A

IMAGE	TRADEMARK	REG.#
	ALFARO'S MICRO-BAKERY	3668564
	Baker Design	1960027
	BUTTERCHARM FARMS	1192604
	BUTTER-KRUST	2859260
	GARDNER'S	994051
	GRANDMA SYCAMORE'S HOME MAID BREAD	2104907
	GRANDMA SYCAMORE'S HOME MAID BREAD & Design	2218616
	GREAT LAKES	1558315
	MASTER	1199769
	MR. PITA (stylized)	2536167
	MR. PITA	3451275
	MR. PITA	2119856
	NATURE'S HARVEST	1228651
	NUTRITIONAL SPOTLIGHT	3706455
	NUTRITIONAL SPOTLIGHT	3732290
	THE FRESHEST OF THE FRESH	1830864
	UNCLE BILL'S	3016507
	WHEAT FIELDS	1296641
	WHOLESOME HEART	3166463