

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-----------------------|
| 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 Bakery Group, Inc. | | 06/06/2011 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Sara Lee Corporation | | |
| Street Address: | 3500 Lacey Road | | |
| City: | Downers Grove | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60515 | | |
| Entity Type: | CORPORATION: MARYLAND | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3555296 | NUTS ABOUT FUDGE | |
| Registration Number: | 3631900 | RESTAURANT RESERVE | |
| Registration Number: | 3576718 | SIMPLE SWEETS | |
| Registration Number: | 3790606 | SIMPLE SINGLES | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (630)598-7333 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 630-598-6402 | | |
| 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 | | |

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**TRADEMARK
 REEL: 004554 FRAME: 0742**

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|--|------------------------|
| Signature: | /mary margaret murray/ |
| Date: | 06/06/2011 |
| Total Attachments: 2 source=SLBG to SLC (SG tmks)#page1.tif source=SLBG to SLC (SG tmks)#page2.tif | |

TRADEMARK ASSIGNMENT

WHEREAS, Sara Lee Bakery Group, Inc. (hereinafter "Assignor"), a Delaware corporation, having a principal place of business at 3500 Lacey Road, Downers Grove, Illinois 60515, and,

WHEREAS, Sara Lee Corporation (hereinafter "Assignee"), a Maryland corporation, having its principal place of business at 3500 Lacey Road, Downers Grove, Illinois 60515 is desirous of acquiring the entire right, title and interest in trademarks listed on Exhibit A attached hereto.

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 mark and the registrations and applications thereof to be effective, as of the earlier date entered below.

SARA LEE BAKERY GROUP, INC.

By: Carol Arellano
Name: Carol Arellano
Title: Assistant Secretary

I, Sheri Cooper, certify that Carol Arellano personally came before me on this day and acknowledged that she is the Assistant Secretary of Sara Lee Bakery Group, Inc. 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 6th day of June, 2011.

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

[SEAL]

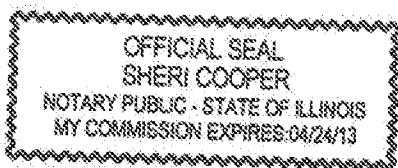


EXHIBIT A

| TRADEMARK | STATUS | REG# |
|--------------------|------------|---------|
| NUTS ABOUT FUDGE | Registered | 3555296 |
| RESTAURANT RESERVE | Registered | 3631900 |
| SIMPLE SWEETS | Registered | 3576718 |
| SIMPLE SINGLES | Registered | 3790606 |