

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Sara Lee Bakery Group, Inc.		06/06/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Sara Lee Refrigerated Dough, LLC.
<b>Street Address:</b>	3500 Lacey Road
<b>City:</b>	Downers Grove
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60515
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	1163950	HOT'N FRESH
Registration Number:	1219340	TEXAS STYLE
Registration Number:	1024407	TEXAS STYLE
Registration Number:	1025831	MERICO
Registration Number:	1047782	QUICK'N EASY
Registration Number:	3153340	APRIL HILL
Registration Number:	3250004	COOKIES QUICK!
Registration Number:	1102845	BUTTER-ME-NOTS
Registration Number:	3523243	LITEFLUFF

**CORRESPONDENCE DATA**

Fax Number: (630)598-7333  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 630-598-6402  
 Email: docket@saralee.com  
 Correspondent Name: Mary Margaret Murray

**900193618**

**TRADEMARK  
 REEL: 004554 FRAME: 0802**

**CH \$240.00 1163950**

Address Line 1: 3500 Lacey Road  
Address Line 4: Downers Grove, ILLINOIS 60515

ATTORNEY DOCKET NUMBER:	FRODO
NAME OF SUBMITTER:	Mary Margaret Murray
Signature:	/mary margaret murray/
Date:	06/06/2011

Total Attachments: 2  
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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 Refrigerated Dough, L.L.C. (hereinafter "Assignee"), a Delaware 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]

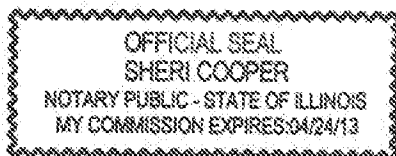


EXHIBIT A

TRADEMARK	STATUS	REGISTRATION #
HOT'N FRESH	Registered	1163950
TEXAS STYLE	Registered	1219340
TEXAS STYLE	Registered	1024407
MERICO	Registered	1025831
QUICK'N EASY	Registered	1047782
APRIL HILL	Registered	3153340
COOKIES QUICK!	Registered	3250004
BUTTER-ME-NOTS	Registered	1102845
LITEFLUFF	Registered	3523243