

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 Bakery Group, Inc.		04/27/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Sara Lee TM Holdings, LLC		
Street Address:	3500 Lacey Road		
City:	Downers Grove		
State/Country:	ILLINOIS		
Postal Code:	60515		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3811250	SARA LEE FRESH IDEAS	
Registration Number:	3620969	WHOLESOME INDULGENCE	
Registration Number:	3621032	WHOLESOME INDULGENCE	
Registration Number:	3894229	SIMPLE MEAL SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	(630)598-8299		
	<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: 004595 FRAME: 0925**

Signature:	/mary margaret murray/
Date:	08/02/2011
Total Attachments: 3 source=SLBG to SLTMH (US)#page1.tif source=SLBG to SLTMH (US)#page2.tif source=SLBG to SLTMH (US)#page3.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is between SARA LEE BAKERY GROUP, INC., a Delaware corporation, having a principal place of business at 3500 Lacey Road, Downers Grove, Illinois 60515 (hereinafter "Assignor"), and SARA LEE TM HOLDINGS, LLC, a Delaware corporation, having a principal place of business at 3500 Lacey Road, Downers Grove, Illinois 60515 (hereinafter "Assignee") and is made and delivered pursuant to, and subject to the terms of the Share Purchase Agreement (the "Purchase Agreement") dated as of November 9, 2010 among SARA LEE CORPORATION, a corporation incorporated under the laws of the State of Maryland, GRUPO BIMBO, S.A.B. DE C.V., a sociedad anonima bursatil de capital variable organized under the laws of Mexico and BBU, Inc., a corporation incorporated under the laws of the State of Delaware and the Contribution Agreement dated as of November 9, 2010 (the "Agreement").

WHEREAS, Assignor is the owner of the trademarks listed in Exhibit A of the Agreement (hereinafter called "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in said Trademark(s);

NOW, THEREFORE for \$1.00 (one dollar) and other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby irrevocably sell, assign, transfer, and set over to Assignee, its successors and assigns the Assignor's right, title and interest in, to and under said Trademark(s) and any renewals and extensions of the registrations that are or may be secured under the laws of the country, together with any goodwill of the business symbolized by the mark with respect to the foregoing.

THIS ASSIGNMENT is executed and delivered pursuant to the Purchase Agreement and shall be subject to the terms and conditions of, and interpreted in accordance with, the Purchase Agreement. Except as expressly provided in the Purchase Agreement, no representations are being made by Assignor with respect to the subject

UNITED STATES

matter of this Assignment, and Assignee shall have no recourse against any Assignor with respect to this Assignment or any of the transactions contemplated hereby.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be executed effective as of April 27, 2011.

SARA LEE BAKERY GROUP, INC.

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

The foregoing instrument was acknowledged before me this 27th day of April 2011, by Carol Arellano, Assistant Secretary of Sara Lee Bakery Group, Inc. a corporation incorporated under the laws of Delaware on behalf of the corporation.

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

[SEAL]



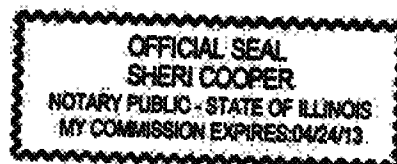
SARA LEE TM HOLDINGS, LLC

By: Mary Margaret Murray
Name: Mary Margaret Murray
Title: President

The foregoing instrument was acknowledged before me this 27th day of April 2011, by Mary Margaret Murray, President of Sara Lee TM Holdings, LLC, a corporation incorporated under the laws of Delaware, on behalf of the corporation.

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

[SEAL]



SCHEDULE A

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>
SARA LEE FRESH IDEAS	3811250
WHOLESOME INDULGENCE	3620969
WHOLESOME INDULGENCE	3621032
SIMPLE MEAL SOLUTIONS	3894229