

**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 Corporation		04/27/2011	CORPORATION: MARYLAND

**RECEIVING PARTY DATA**

<b>Name:</b>	Sara Lee TM Holdings, 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: 19**

Property Type	Number	Word Mark
Serial Number:	77251333	BITES
Serial Number:	77771378	THE KITCHENS OF SARA LEE
Registration Number:	2298289	NOBODY DOESN'T LIKE SARA LEE
Registration Number:	1885156	NOBODY DOESN'T LIKE SARA LEE
Registration Number:	2788808	NOBODY DOESN'T LIKE SARA LEE
Registration Number:	2882892	NOBODY DOESN'T LIKE SARA LEE
Registration Number:	3293889	NOBODY DOESN'T LIKE SARA LEE
Registration Number:	1785697	SARA LEE
Registration Number:	2568180	SARA LEE
Registration Number:	2897493	SARA LEE
Registration Number:	3669866	SARA LEE
Registration Number:	0623191	SARA LEE
Registration Number:	0905216	SARA LEE
Registration Number:	2899982	SARA LEE

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Registration Number:	1026301	SARA LEE
Serial Number:	85290417	THE KITCHENS OF SARA LEE
Registration Number:	2435831	PREMIUM SARA LEE CARVER'S COLLECTION
Registration Number:	2530309	PREMIUM SARA LEE CARVER'S COLLECTION
Registration Number:	2775956	SARA LEE SATISFACTION GUARANTEE PREMIUM REFRIGERATED FOODS

**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  
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:	08/08/2011

Total Attachments: 4  
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## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is between SARA LEE CORPORATION, a Maryland 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

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.

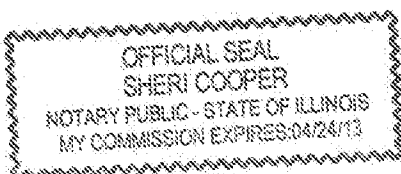
SARA LEE CORPORATION

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

The foregoing instrument was acknowledged before me this 27th day of April 2011, by Mary Margaret Murray, Assistant Secretary of Sara Lee Corporation, a corporation incorporated under the laws of Maryland on behalf of the corporation.

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

[SEAL]



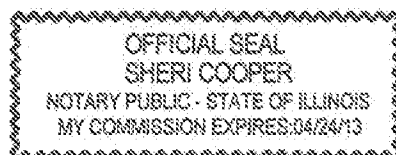
SARA LEE TM HOLDINGS, LLC

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 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]



UNITED STATES

TRADEMARK	APPLICATION NO. REGISTRATION NO.
BITES 	77/251333 -----
JOY OF EATING	
KITCHENS OF SARA LEE	85/290417 -----
KITCHENS OF SARA LEE	77/771378 -----
NOBODY DOESN'T LIKE SARA LEE	75/612225 ----- 2298289
NOBODY DOESN'T LIKE SARA LEE	74/521531 ----- 1885156
NOBODY DOESN'T LIKE SARA LEE	78/163525 ----- 2788808
NOBODY DOESN'T LIKE SARA LEE	78/116262 ----- 2882892
NOBODY DOESN'T LIKE SARA LEE	78/870876 ----- 3293889
SARA LEE 	74/260390 ----- 1785697
SARA LEE	75/938769 ----- 2568180
SARA LEE	78/327886 ----- 2897493
SARA LEE	77/162801 ----- 3669866
SARA LEE 	71/682021 ----- 623191
SARA LEE	72/346486 ----- 905216
SARA LEE	78/327887 ----- 2899982
SARA LEE	73/041252 ----- 1026301

UNITED STATES

<p>SARA LEE CARVER'S COLLECTION</p> 	<p>75/688232 ----- 2435831</p>
<p>SARA LEE CARVER'S COLLECTION</p> 	<p>75/688233 ----- 2530309</p>
<p>SARA LEE FRESH</p>	<p>75/654924 ----- 2860458</p>
<p>SARA LEE MAPLE HONEY HAM</p>	<p>75/711396 ----- 2449919</p>
<p>SARA LEE SATISFACTION GUARANTEE</p> 	<p>75/709778 ----- 2775956</p>