

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
Aidells Sausage Company, Inc.		02/28/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Sara Lee Foods, LLC		
Street Address:	3500 Lacey Road		
City:	Downers Grove		
State/Country:	ILLINOIS		
Postal Code:	60515		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3851399	SIMPLYGOOD	
CORRESPONDENCE DATA			
Fax Number:	(630)598-7553		
Phone:	630-598-6402		
Email:	docket@saralee.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Meg Murray		
Address Line 1:	3500 Lacey Road		
Address Line 4:	Downers Grove, ILLINOIS 60515		
ATTORNEY DOCKET NUMBER:	IP09-007 SLF		
NAME OF SUBMITTER:	Mary Margaret Murray		
Signature:	/Mary Margaret Murray/		
Date:	03/05/2012		
Total Attachments: 1 source=Simply Good Assignment#page1.tif			

CH \$40.00 3851399

TRADEMARK ASSIGNMENT

WHEREAS Aidells Sausage Company Inc, (hereinafter "Assignor"), a Delaware corporation having its principal place of business at 1625 Alvarado Street San Leandro CALIFORNIA 94577 has adopted, used and is using the mark SIMPLY GOOD US Registration Number 3851399 (hereinafter "Trademark") and

WHEREAS, Sara Lee Foods, LLC, (hereinafter "Assignee), a Delaware Limited Liability Company having a principal place of business at 3500 Lacey Road, Downers Grove, Illinois 60515 desires to acquire the Trademark

NOW, THEREFORE for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to said Trademark together with the goodwill of the business symbolized by the mark.

Assignor warrants that is the lawful owner of all rights transferred to Assignee by this Assignment.

AIDELLS SAUSAGE COMPANY INC.

By: Mary Margaret Murray
Name: Mary Margaret Murray
Title: Assistant Secretary
Date: February 28, 2012

State of Illinois)
) SS.
County of DuPage)

Subscribed and sworn to before me on this 28th day of February 2012.

Sheri Cooper
Notary Public

[SEAL]

