

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/12/2005		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Sara Lee Corporation		03/14/2012
			Entity Type
			CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	Sara Lee Foods, Inc.		
Street Address:	10151 Carver Road		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3079608	HILLSHIRE FARM
CORRESPONDENCE DATA			
Fax Number:	(630)598-7333		
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:	MaryMargaret Murray		
Address Line 1:	3500 Lacey Road		
Address Line 4:	Downers Grove, ILLINOIS 60515		
ATTORNEY DOCKET NUMBER:	IP09-007		
NAME OF SUBMITTER:	Mary Margaret Murray		
Signature:	/mary margaret murray/		
Date:	03/27/2012		
Total Attachments: 1 source=hf assignment#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS Sara Lee Corporation, (hereinafter "Assignor"), a Maryland corporation having its principal place of business at 3500 Lacey Road, Downers Grove, Illinois 60515 has adopted, used, and is using the trademark listed on the attached schedule; and

WHEREAS, Sara Lee Foods, Inc., (hereinafter "Assignee"), a Delaware Limited Liability company, having had a principal place of business on July 12, 2005 at 10151 Carver Road, Cincinnati, Ohio 45242; is desirous of acquiring said trademarks;

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 trademarks together with the goodwill of the business symbolized by the mark and the registrations and applications thereof to be effective, nunc pro tunc, July 12, 2005 .

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

SARA LEE CORPORATION

By: *Mary Margaret Murray*
Name: Mary Margaret Murray
Title: Asst. Secretary
Date: March 27, 2012

State of Illinois)
) SS.
County of DuPage)

Subscribed and sworn to before me on this 27th day of March, 2012.

Sheri Cooper

Notary Public

[SEAL]

