

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sara Lee Corporation		06/28/2012	CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	The Hillshire Brands Company		
Street Address:	400 South Jefferson Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85643048	HILLSHIRE BRANDS	
Serial Number:	85643050	HILLSHIRE BRANDS	
CORRESPONDENCE DATA			
Fax Number:	3367338473		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(336) 721-3747		
Email:	trademarkswinston@wcsr.com		
Correspondent Name:	Randel S. Springer		
Address Line 1:	Womble Carlyle Sandridge & Rice, LLP		
Address Line 2:	One West Fourth Street		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
ATTORNEY DOCKET NUMBER:	43192.0022.9		
NAME OF SUBMITTER:	Randel S. Springer		
Signature:	/Randy Springer/		
Date:	03/06/2013		
Total Attachments: 1 source=Change of Name SLC to THBC#page1.tif			

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SARA LEE CORPORATION
ARTICLES OF AMENDMENT

RECEIVED
TUE JUN 28 P 4:05

THIS IS TO CERTIFY THAT:

FIRST: Article **SECOND** of the charter of Sara Lee Corporation, a Maryland corporation (the "Corporation"), is hereby amended, to become effective at 5:01 p.m. EDT on June 28, 2012, to change the name of the Corporation to:

The Hillshire Brands Company

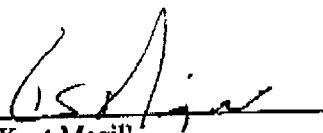
SECOND: The foregoing amendment to the charter of the Corporation was approved by a majority of the entire Board of Directors of the Corporation and was limited to a change expressly authorized by Section 2-605(a)(1) of the Maryland General Corporation Law without action by the stockholders.

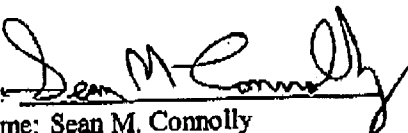
THIRD: The undersigned officer of the Corporation acknowledges these Articles of Amendment to be the corporate act of the Corporation and, as to all matters or facts required to be verified under oath, the undersigned officer acknowledges that, to the best of his knowledge, information and belief, these matters and facts are true in all material respects and that this statement is made under the penalties for perjury.

IN WITNESS WHEREOF, the Corporation has caused these Articles of Amendment to be executed in its name and on its behalf by its Chief Executive Officer and attested to by its Secretary on this 28th day of June, 2012.

ATTEST:

Sara Lee Corporation.

By: 
Name: Kent Magill
Title: Secretary

By: 
Name: Sean M. Connolly
Title: Chief Executive Officer