

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 S. Jefferson Street
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60607
Entity Type:	CORPORATION: MARYLAND

PROPERTY NUMBERS Total: 36

Property Type	Number	Word Mark
Serial Number:	77781855	PEEL & PREP
Serial Number:	77887920	PULL & PREP
Serial Number:	85259836	MENUVISION
Registration Number:	2502642	SIGNATURE SELECTIONS
Registration Number:	2827836	APPLE ORCHARD
Registration Number:	0792636	CHEF PIERRE
Registration Number:	1117812	HI-PIE
Registration Number:	3144786	LA ITALIA
Registration Number:	3555296	NUTS ABOUT FUDGE
Registration Number:	2730559	WHERE PIE COMES FROM
Registration Number:	1664229	GALILEO
Registration Number:	1779772	GALILEO
Registration Number:	1813073	GALILEO FOOD SERVICE
Registration Number:	1813075	GALILEO FOOD SERVICE

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Registration Number:	1808565	GALILEO PREMIUM FOOD SERVICE
Registration Number:	1813074	GALILEO PREMIUM FOOD SERVICE
Registration Number:	3852945	SMOKY HOLLOW
Registration Number:	2933241	THE AUTHENTIC ITALIAN ACCENT
Registration Number:	3772096	CUSTOM SLICES ENDLESS USES
Registration Number:	3631900	RESTAURANT RESERVE
Registration Number:	3249118	TWO-MENDOUS TREATS
Registration Number:	3463977	TOFFEE TANTRUM
Registration Number:	3790606	SIMPLE SINGLES
Registration Number:	3576718	SIMPLE SWEETS
Registration Number:	2955596	SEVEN LAYERS OF HEAVEN
Registration Number:	3473655	PEANUT BUTTER THUNDER
Registration Number:	3265619	MAKE IT SIMPLE. MAKE IT SPECTACULAR.
Registration Number:	3319352	LEMON LOVER'S BAR
Registration Number:	3473656	CHOCOLATE MALTED MARVEL
Registration Number:	3455218	CHOCOLATE PEANUT BUTTER SHUDDER
Registration Number:	3861479	FEED YOUR BOTTOM LINE
Registration Number:	2142719	FRESH PUFF PACK
Registration Number:	1117391	CHEFPIERRE
Registration Number:	2348264	DELI D'ITALIA
Registration Number:	2348263	DELI D'ITALIA BRAND
Registration Number:	2173150	GALILEO

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 312-614-6402

Email: docket@hillshirebrands.com

Correspondent Name: Mary Margaret Murray

Address Line 1: 400 S. Jefferson Street

Address Line 4: Chicago, ILLINOIS 60607

ATTORNEY DOCKET NUMBER:	IP07-031
NAME OF SUBMITTER:	Mary Margaret Murray
Signature:	/mary margaret murray/
Date:	04/04/2013

TRADEMARK

REEL: 004999 FRAME: 0206

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SARA LEE CORPORATION
ARTICLES OF AMENDMENT

RECEIVED

THIS IS TO CERTIFY THAT:

2012 JUN 28 P 4:04

FIRST: The charter of Sara Lee Corporation, a Maryland corporation (the "Corporation"), is hereby amended to provide that, immediately upon the Reverse Stock Split Effective Time (as defined below), every five shares of the common stock, \$0.01 par value per share (the "SLE Common Stock"), of the Corporation that were issued and outstanding immediately before the Reverse Stock Split Effective Time shall be combined into one issued and outstanding share of SLE Common Stock, \$0.05 par value per share. No fractional shares of SLE Common Stock of the Corporation shall be or remain issued upon such amendment and each stockholder otherwise entitled to a fractional share shall be entitled to receive in lieu thereof cash in an amount equal to the net cash proceeds attributable to the fair value sale of such fractional share interest following the aggregation and sale by the Corporation's transfer agent of all such fractional share interests.

SECOND: The amendment to the charter of the Corporation as set forth in Article FIRST above has been duly approved by a majority of the entire Board of Directors of the Corporation as required by law. Pursuant to Section 2-309(e)(2) of the Maryland General Corporation Law (the "MGCL"), no stockholder approval was required.

THIRD: The charter of the Corporation is hereby amended, effective immediately after the Reverse Stock Split Effective Time, to decrease the par value of the shares of SLE Common Stock of the Corporation issued and outstanding immediately after the Reverse Stock Split from \$0.05 per share to \$0.01 per share.

FOURTH: The amendment to the charter of the Corporation as set forth in Article THIRD above has been duly approved by a majority of the entire Board of Directors of the Corporation as required by law. The amendment set forth in Article THIRD above is limited to a change expressly authorized by Section 2-605(a)(2) of the MGCL to be made without action by the stockholders of the Corporation.

FIFTH: These Articles of Amendment shall become effective at 5:00 p.m. EDT on June 28, 2012 (the "Reverse Stock Split Effective Time"), except that Article Third shall become effective immediately after the Reverse Stock Split Effective Time.

SIXTH: There has been no increase in the authorized stock of the Corporation effected by the amendments to the charter of the Corporation as set forth above.

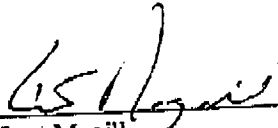
SEVENTH: The undersigned officer acknowledges these Articles of Amendment to be the corporate act of the Corporation and as to all matters or facts required to be verified under oath, the undersigned officer acknowledges that to the best of his knowledge, information and belief, these matters and facts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

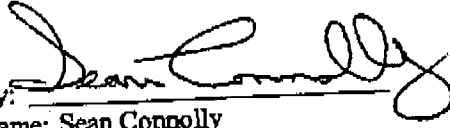
IN WITNESS WHEREOF, the Corporation has caused these Articles of Amendment

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 Connolly
Title: Chief Executive Officer

[Articles of Amendment for Reverse Stock Split]

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

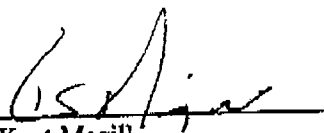
SECOND: The foregoing amendment to the charter of the Corporation was approved by a majority of the entire Board of Directors of the Corporation and was limited to a change expressly authorized by Section 2-605(a)(1) of the Maryland General Corporation Law without action by the stockholders.

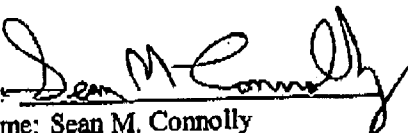
THIRD: The undersigned officer of the Corporation acknowledges these Articles of Amendment to be the corporate act of the Corporation and, as to all matters or facts required to be verified under oath, the undersigned officer acknowledges that, to the best of his knowledge, information and belief, these 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