

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM305333

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Hillshire Brands Company		05/22/2014	CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	Sara Lee Foods, LLC		
Street Address:	400 S. Jefferson Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85643050	HILLSHIRE BRANDS	
Serial Number:	85643048	HILLSHIRE BRANDS	
CORRESPONDENCE DATA			
Fax Number:	3126146533		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3126148685		
Email:	christine.casey@hillshirebrands.com		
Correspondent Name:	Christine Casey		
Address Line 1:	400 S. Jefferson Street		
Address Line 2:	The Hillshire Brands Company		
Address Line 4:	Chicago, ILLINOIS 60607		
ATTORNEY DOCKET NUMBER:	HILLSHIRE SL ASSIGNMENT		
NAME OF SUBMITTER:	Christine Casey		
SIGNATURE:	/Christine Casey/		
DATE SIGNED:	05/22/2014		
Total Attachments: 2			
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source=Hillshire Assignment#page2.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, THE HILLSHIRE BRANDS COMPANY, (hereinafter "Assignor"), a Maryland corporation, having its principal place of business at 400 South Jefferson Street, Chicago, Illinois 60607, is the owner of the trademarks listed on the attached Schedule and;

WHEREAS, SARA LEE FOODS, LLC (hereinafter "Assignee"), a Delaware limited liability company, having a principal place of business at 400 South Jefferson Street, Chicago, Illinois, is desirous of acquiring the entire right, title and interest in the marks.

NOW, THEREFORE for \$1.00 (one dollar) and other good and valuable consideration, receipt and sufficiency of which are 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 marks and the registrations and applications thereof to be effective, as of the date entered below.

THE HILSHIRE BRANDS COMPANY

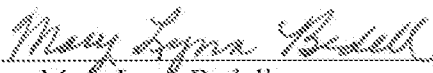

By: 
Name: Mary Lynn Bedell
Title: Vice President – Food Law & Regulatory

IMAGE	TRADEMARK	APPLN#
	HILLSHIRE BRANDS	85643050
	HILLSHIRE BRANDS	85643048