

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

05-27-1999

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ASSIGNMENT COVER SHEET  
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2-26-99

TO: THE Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name Saramar L.L.C.

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name Sara Lee Corporation

DBA/AKA/TA

Composed of

Address (line 1) 470 Hanes Mill Road

Address (line 2)

Address (line 3) Winston-Salem

North Carolina

27105

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization Maryland

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

03/02/1999 JSHBAZZ 00000049 190142 2204477

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Public burden reporting for this collection of information is estimated to average approximately 20 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20531 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to

TRADEMARK

REEL: 1868 FRAME: 0952

FORM PTO-1618B  
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**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

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Name

Address (line 1)

OPR/FINANCE

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Victoria J. Triplett

Address (line 1)

Sara Lee Corporation

Address (line 2)

470 Hanes Mill Road

Address (line 3)

Address (line 4)

Winston-Salem, NC 21705

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

2

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)


2204477		

**Number of Properties**

Enter the total number of properties involved.

#

1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

19-0142

Authorization to charge additional fees:

Yes

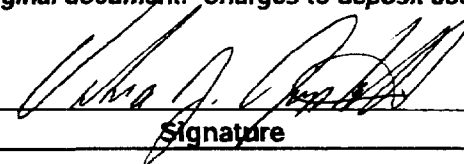
No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Victoria J. Triplett

Name of Person Signing



Signature

February 23, 1999

Date Signed

ASSIGNMENT

WHEREAS, Saramar, L.L.C., a Delaware corporation, having its principal place of business in at 125 S. Wacker Drive, Suite 300, Chicago, IL 60606 and (hereinafter referred to as "Assignor") owns United States trademark registration No. 2,204,477 for the trademark LATITUDES and trademark application no. 75/299,560 LATITUDES GOURMET COFFEES FROM AROUND THE WORLD & DESIGN; and

WHEREAS, Sara Lee Corporation, a Maryland corporation, having offices at 470 Hanes Mill Road, Winston-Salem, North Carolina (hereafter "Assignee"), is desirous of acquiring said trademark registration and application and the goodwill symbolized thereby.

NOW, THEREFORE, for the sum of One Hundred Dollars (\$100.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell transfer and assign unto Assignee, all right, title and interest in and to said trademark registration and application, together with the goodwill of the business symbolized thereby and all rights of recovery for past infringement thereof; and Assignor agrees that whenever it may be requested to do so by Assignee, its successors and assigns, it will execute and deliver to Assignee whatever further and separate assignments and other instruments that may be necessary or desirable to vest in Assignee, its successors and assigns, or to record in Assignee's name, these trademarks agreed to be assigned.

ASSIGNOR covenants and warrants that it is the lawful owner of all rights transferred to Assignee by the Assignment and agrees that it will communicate to Assignee, its successors and assigns, upon its or their request at any time, all facts known to Assignor with respect to such trademarks and will execute all lawful papers or instruments and generally do everything

