

RECORD
TR

06-25-1999



101074688

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Best Kosher Foods Corporation

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

6-18-99

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: **3/15/99 nunc pro tunc**

2. Name and address of receiving party(ies)

Name: **Sara Lee Corporation**

Internal Address:

Street Address: **470 Hanes Mill Road**

City: **Winston-Salem** State: **NC** ZIP: **27105**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Maryland**
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

See Attachment

B. Trademark Registration No.(s)

See Attachment

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Kathleen Frith**

Internal Address: **Sara Lee Corporation**

Street Address: **470 Hanes Mill Road**

City: **Winston-Salem** State: **NC** ZIP: **27105**

6. Total number of applications and registrations involved:

17

7. Total fee (37 CFR 3.41).....\$ **440.00**

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

440E

(Attach duplicate copy of this page if paying by deposit account)

06/23/1999 DNGUYEN 00000133 2033337

DO NOT USE THIS SPACE

01 FC:481 40.00 DP
02 FC:482 400.00 DP

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.

Kathleen Frith
Name of Person Signing

Kathleen Frith
Signature

5.19.99

Date

Total number of pages including cover sheet, attachments, and document:

3

SCHEDULE

Application No.

Unknown
74/519,072

AMERICAN STAR
MORE BEEF THAN BUN

Registration No.

2,033,337
1,138,005
724,564
1,993,821
1,232,082
1,186,975
788,802
1,998,681
1,148,464
2,104,740
1,923,858
1,939,220
1,151,831
2,125,917
670,685

BAGEL STUFFS
BEEF-N-ETTE
BEST'S
BEST'S KOSHER
BEST KOSHER & COW
CHICAGO KOSHER STYLIZED
COW DEVICE
DELI NOW
FEINBERG KOSHER & DESIGN
MORE BEEF THAN BUN
SHOFAR
SHOFAR KOSHER FOODS & DESIGN
SINAI 48 KOSHER & DESIGN
THE DIFFERENCE IS IN THE TASTE
WILNO

ASSIGNMENT

State of North Carolina)
)
County of Forsyth) SS.

WHEREAS Best Kosher Foods Corporation (hereinafter called "Assignor"), an Illinois corporation having its principal place of business at 1001 West Exchange Avenue, Chicago, Illinois 60609, has adopted, used, and is using the trademarks listed on the attached schedule; and

WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Maryland corporation having its principal place of business at 470 Hanes Mill Road, Winston-Salem, North Carolina 27105, 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, nunc pro tunc as of March 15, 1999, 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.

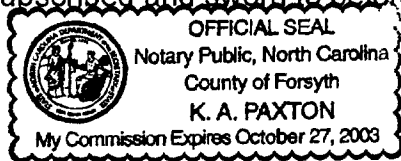
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

Best Kosher Foods Corporation
An Illinois Corporation

By: Arthur J. DeBaugh
Arthur J. DeBaugh
Assistant Secretary

Date: 13 May 1999

Subscribed and sworn to before me this 13 day of May, 1999.



K. A. Paxton
Notary Public

My commission expires on: 10-27-2003

TRADEMARK