

03-26-2001



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



03-08-2001

U.S. Patent & TMO/TM Mail Rpt Dt. #54

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

Submission Type

- New
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Document ID #
- Correction of PTO Error
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Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger
 - Change of Name
 - Other
- Effective Date
Month Day Year
03 05 01

Conveying Party

- Mark if additional names of conveying parties attached
- Name Execution Date
Month Day Year
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- Formerly

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

Receiving Party

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

03/23/2001 DBYRNE 00000106 190142 75832759 FOR OFFICE USE ONLY

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Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

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Name

Address (line 1)

Address (line 2)

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

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)		
<input type="text" value="75832759"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

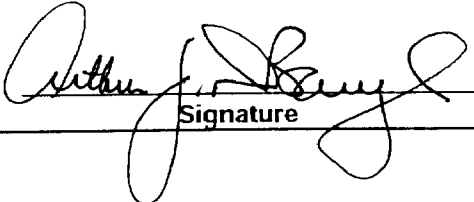
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

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.

Arthur J. DeBaugh  March 5, 2001
Name of Person Signing Signature Date Signed

ASSIGNMENT

WHEREAS Saramar, L.L.C. (hereinafter called "Assignor"), a Delaware limited liability company having its principal place of business at, 125 South Wacker Drive, Chicago, Illinois, 60606, has adopted, used, and is using the trademark listed below;

U.S. Application CELEBRITY BY HANES HER WAY App. No. 75/832759

WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Maryland corporation having its principal place of business at 1000 East Hanes Mill Road, Winston-Salem, North Carolina, 27105 is desirous of acquiring said trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is 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 mark and the registrations and applications thereof.

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

Saramar, L.L.C.

Date: Mar. 5, 2001

By: Arthur J. DeBaugh
Arthur J. DeBaugh
President

Subscribed and sworn to before me this 5th day of March, 2001.

Amanda K. Truesdale
Notary Public

My commission expires on: 1/26/06

