

05-15-2002



Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

102090895

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):

Saramar, L.L.C.

5-3-02

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

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

2. Name and address of receiving party(ies)

Name: Sara Lee Corporation

Internal

Address:

Street Address: 1000 East Hanes Mill Road

City: W-S 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

3. Nature of conveyance:

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

Execution Date: 4-25-02

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2553507

Additional number(s) attached Yes No

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

Name: Arthur J. Debaugh

Internal Address: Sara Lee Corporation

Street Address: 1000 East Hanes Mill Road

City: W-S State: NC Zip: 27105

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

19-0142

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

DO NOT USE THIS SPACE

9. 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.

Arthur J. Debaugh
Name of Person Signing

Signature

Date

25-4-2002

3

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

05/15/2002 TBIAZ1 00000028 190142 2553507

01 FC:481 40.00 CH

TRADEMARK
REEL: 002505 FRAME: 0773

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. Registration CELEBRITY Reg. No. 2553507

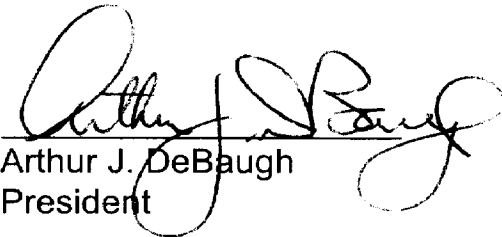
WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Maryland corporation having its principal place of business at 1000 East Hanes Mill Road, Winston-Salem, North Carolina, 27105 is desirous of acquiring said trademark;

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: 25-4-02

By: 
Arthur J. DeBaugh
President

Subscribed and sworn to before me this 25 day of April, 2002.


Notary Public

My commission expires on: 1-29-06

