

10-22-2002



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

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

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

1. Name of conveying party(ies): Samarar, L.L.C. 10-7-02 Individual(s) Association General Partnership Limited Partnership Corporation-State Other Delaware Limited Liability Company Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Sara Lee Corporation Internal Address: Law Department Street Address: 1000 East 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

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: Sept. 18, 2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 78/106204 B. Trademark Registration No.(s) Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Amanda K. Truesdale Internal Address: Sara Lee Corporation Street Address: 1000 East Hanes Mill Road City: Winston-Salem State: NC Zip: 27105

6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41) \$ 40.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 19-0142

DO NOT USE THIS SPACE

9. Signature. Nicholas J. Valenziano, Jr. Name of Person Signing Signature Date 9-25-02 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

10/21/2002 TDIAZ1 00000151 190142 78106204 01 FC:8521 40.00 CH

OFFICE OF PUBLIC RECORDS 2002 OCT -7 AM 10:49 FINANCE SECTION

TRADEMARK REEL: 002602 FRAME: 0765

ASSIGNMENT

WHEREAS Saramar, L.L.C. (hereinafter called "Assignor"), a Delaware limited liability company having its principal place of business at, 10 South Riverside Plaza, Chicago, Illinois, 60606, has adopted, used, and is using the trademark listed below;

U.S. Application GLITTERWARE Application. No. 78/106204

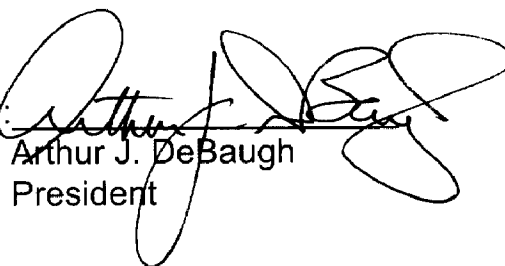
WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Maryland corporation having its principal place of business at 1000 East Hanes Mill Road, Winston-Salem, North Carolina, 27105 is desirous of acquiring said trademark;

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: 18-9-2002

By: 
Arthur J. DeBaugh
President

Subscribed and sworn to before me this 18 day of September, 2002.

Amanda K. Truecoble
Notary Public

My commission expires on: 1-29-06

