

04-30-2003

Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

Tab settings

4-29-03

RECOF TR



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DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Resubm

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

1. Name of conveying party(ies):

Bryan Foods, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: **November 19, 2002**

2. Name and address of receiving party(ies)

Name: **Sara Lee Corporation**

Internal

Address: **Legal Department**

Street Address: **1000 E. Hanes Mill Rd.**

City: **Winston Salem** State: **NC** Zip: **27105**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- 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 registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) **2154372**

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**

Legal Department

Street Address: **1000 E. Hanes Mill Rd.**

City: **Winston Salem** State: **NC** Zip: **27105**

6. Total number of applications and registrations involved: **22**

7. Total fee (37 CFR 3.41).....\$ **540.00**

- Enclosed **Check No. 202004**
already received (see attached)
- Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

S. Kathleen Frith

Name of Person Signing

S. Kathleen Frith
Signature

4-24-03

Date

Total number of pages including cover sheet, attachments, and document: **3**

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

TRADEMARK
REEL: 002721 FRAME: 0720

Exhibit A

Pending Marks

Application No.

CHEESE KICKS	75/937560
CHEESEKICKS	75/937559
CORNY ISLAND DOG	78/041823
FIESTA BITES	78/000819
MR. CORNY WITH ARMS DESIGN	76/081614
STATE FAIR	75/714152

Registered Marks

Registration No.

AMERICA'S FAVORITE CORN DOG	2154372
ANKLE BITERS	2152845
ANKLE BITERS & DESIGN	2152850
CIRCLE T & DESIGN	742454
FIESTA	2479721
FLETCHER'S CORNY DOG MIX	1317185
FUN FOODS IN THE HANDS OF EVERYONE	2601293
INCREDI-BAGEL	2070518
STATE FAIR	834844
STATE FAIR	1626147
STATE FAIR BRAND & RIBBON DESIGN	2116311
STICKWICH	2565682
UNLEASH THE FUN	2314741
UP & EAT 'EM	2152846
UP & EAT 'EM & DESIGN	215851

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

1. Name of conveying party(ies):

Bryan Foods, Inc.

11-25-02

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

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

3. Nature of conveyance:

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

Execution Date: _____

2. Name and address of receiving party(ies)

Name: Sara Lee Corporation

Internal

Address: Legal Department

Street Address: 1000 E. Hanes Mill Rd.

City: Winston Salem State: NC Zip: 27105

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

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A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2154372

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Name: Arthur J. DeBaugh

Internal Address: Sara Lee Corporation

Legal Department

Street Address: 1000 E. Hanes Mill Rd.

6. Total number of applications and registrations involved: _____

22

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- Enclosed ck # 202004
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FINANCE SECTION
NOV 23 AM 8:01

11/02/2002 DBYRNE 00000169 2154372
City: Winston Salem State: NC Zip: 27105
01 FC:0521 40.00 DP
02 FC:0522 500.00 DP

DO NOT USE THIS SPACE

9. Signature.

S. Kathleen Frith
Name of Person Signing

Kathleen Frith
Signature

10-11-02
Date

Total number of pages including cover sheet, attachments, and document: **3**

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

ASSIGNMENT

WHEREAS BRYAN FOODS, INC. (hereinafter called "Assignor"), a Delaware corporation having its principal place of business at One Churchill Road, West Point, MS., 39773, has adopted, used, and is using the trademarks listed on the attached schedule; and

WHEREAS SARA LEE CORPORATION (hereinafter called the "Assignee"), a Maryland corporation having its principal place of business at 1000 E. Hanes Mill Rd., Winston Salem, N.C. 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 all rights, title, and interest in and to said trademarks listed on the attached Exhibit A, 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.

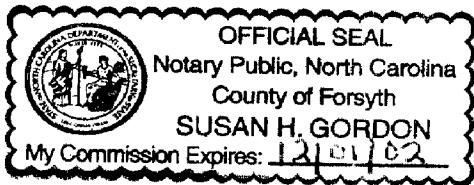
Bryan Food, Inc.

By: Arthur J. DeBaugh
Name : Arthur J/ DeBaugh
Title : Assistant Secretary

Date: 19 Nov. 2002

Subscribed and sworn to before me this 19th day of November, 2002

[SEAL]



Susan H. Gordon
Notary Public

My commission expires on: 12/01/02