

09-12-2003



102547873

To the Honorable Commissioner of

and original documents or copy thereof.

1. Name of conveying party(ies): 9-9-03
Booth Fisheries Corporation
Three First National Plaza
Chicago, IL 60602-4260

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 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: Law 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: August 26, 2003

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 583694

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: S. Kathleen Frith
Internal Address: Sara Lee Corporation
Law Department
Street Address: 1000 E. Hanes Mill Rd.
City: Winston Salem State: NC Zip: 27105

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41).....\$165.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
190-142

2003 SEP -9 PM 2:42
PTO/FINANCE

DO NOT USE THIS SPACE

9. Signature.

Kathleen Frith
Name of Person Signing

Kathleen Frith
Signature

9.4.03
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

09/11/2003 LHMELLER 00000068 190142 583694

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125.00 BA

ASSIGNMENT

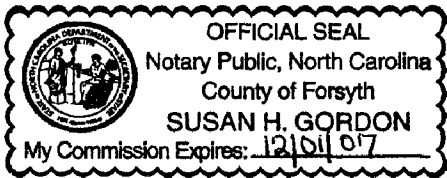
State of North Carolina)
)
County of Forsyth) SS.

WHEREAS Booth Fisheries Corporation (hereinafter called "Assignor"), a Delaware corporation having its principal place of business at Three First National Plaza, Chicago, Illinois 60602-4260, has adopted and used 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 Three First National Plaza, Chicago, Illinois 60602-4260 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 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.



Booth Fisheries Corporation

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

Date: 26 Aug. 2003

Subscribed and sworn to before me this 26 day of August, 2003.

Susan H. Gordon
Notary Public

My commission expires on: 12/01/07

Notary Statement on back

Booth Fisheries Trademarks

Schedule

Trademark Registration No.583694, GREEN DIAMOND

Trademark Registration No.1212592, SEAHORE & Design

Trademark Registration No.1423071, IF IT SWIMS – WE HAVE IT & Design

Trademark Registration No. 1474336, CHEF’S CATCH & Design

Trademark Registration No. 583683, DAVY JONES

Trademark Registration No. 588912, SEATANG