

02-25-2004

Form PTO-1594 (Rev. 10/02) 2-23-04
OMB No. 0651-0027 (exp. 6/30/2005)
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102677558

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):

Playtex Apparel, 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 3, 2003

2. Name and address of receiving party(ies)

Name: Sara Lee Corporation

Internal Address: _____
Address: _____

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

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

A. Trademark Application No.(s) _____
78/232035

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

FEB 23 AM 9:14
OPR/FINANCE

DO NOT USE THIS SPACE

9. Signature.

Amanda K. Truesdale
Name of Person Signing

Amanda K. Truesdale
Signature

February 16, 2004
Date

Total number of pages including cover sheet, attachments, and document: 4

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

TRADEMARK
REEL: 002917 FRAME: 0667

ASSIGNMENT

WHEREAS Playtex Apparel, Inc. (hereinafter called "Assignee"), a Delaware corporation having its principal place of business at 700 Fairfield Avenue, Stamford, Connecticut, 06902, has adopted, used, and is using the trademark listed below;

U.S. Application BEAUTIFUL SHAPING Application No. 78/232035

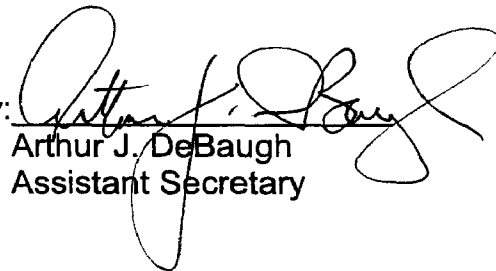
WHEREAS Sara Lee Corporation (hereinafter called "Assignee"), a Maryland corporation having its principal place of business at 1000 East Hanes Mill Road, Winston-Salem, North Carolina, 27105 is desirous of acquiring said trademark;

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.

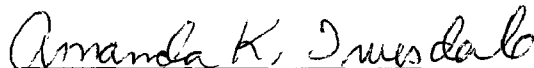
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

Playtex Apparel, Inc.

Date: 3 Nov, 2003

By: 
Arthur J. DeBaugh
Assistant Secretary

Subscribed and sworn to before me this 3 day of Nov., 2003.


Amanda K. Truesdale
Notary Public

My commission expires on: 1/29/06

