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(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
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RECORD
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DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):
Samar, L.L.C.
10 South Riverside Plaza, Suite 1800
Chicago, Illinois, 60606
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other 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 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: January 28, 2004

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) _____
B. Trademark Registration No.(s) 2566411
See Exhibit A
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: 14
7. Total fee (37 CFR 3.41)..... \$ 365.00
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number:
190-143

DO NOT USE THIS SPACE

9. Signature.
S. Kathleen Frith Kathleen Frith 1.29.04
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 3

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

03/18/2004 ECOOPER 00000029 190143 2566411
02 FC:0521 40.00 BR

TRADEMARK
REEL: 002931 FRAME: 0080

Exhibit A

<i>Trademark Name</i>	<i>App Number</i>	<i>Reg Number</i>
AMERICAN STAR	75/689151	2566411
BEST'S	102299	724564
BEST'S KOSHER	484851	1993821
COW DEVICE	193842	788802
DELI NOW	74/565983	1998681
KOSHER NEVER TASTED SO GOOD	75/780778	2716016
MORE BEEF THAN BUN	75/069145	2104740
RISHON GLATT KOSHER	76/075462	2533766
SHOFAR	493882	1923858
SHOFAR KOSHER FOODS & DESIGN	74/493884	1939220
SINAI 48 & DESIGN	216660	1151831
THE DIFFERENCE IS IN THE TASTE	74/554324	2125917
THE QUALITY IS KOSHER - THE TASTE IS BEST!	75/780783	2700726
WILNO	28475	670685

Wednesday, December 17, 2003

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**TRADEMARK
REEL: 002931 FRAME: 0081**

ASSIGNMENT

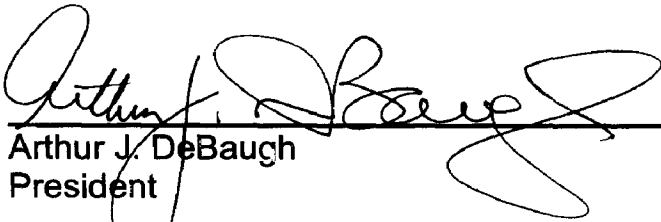
WHEREAS SARAMAR, L.L.C., (hereinafter called "Assignor"), a Delaware limited liability company, having its principal place of business at 10 South Riverside Plaza, Suite 1800, Chicago, Illinois 60606, has adopted, used, and is using the trademarks listed on the attached Exhibit A; and

WHEREAS SARA LEE CORPORATION, (hereinafter called "Assignee"), a Maryland corporation having a place of business at 1000 East Hanes Mill, Road, Winston-Salem, North Carolina 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, nunc pro tunc, on December 23, 2003, 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.

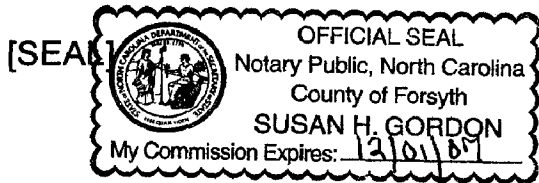
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

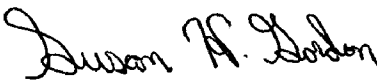
SARAMAR, L.L.C.

By: 
Arthur J. DeBaugh
President

Date:

Subscribed and sworn to before me this 28 day of January, 2004.




Notary Public

My commission expires on: 12/01/07