

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sara Lee/DE N.V.		07/13/2004	CORPORATION: NETHERLANDS

RECEIVING PARTY DATA	
Name:	Koninklijke Philips Electronics N.V.
Street Address:	Groenewoudseweg 1
City:	Eindhoven
State/Country:	NETHERLANDS
Postal Code:	5621 BA
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2851129	SENSEO

CORRESPONDENCE DATA	
Fax Number:	(336)519-7312
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	336-519-7418
Email:	vtriplett@saralee.com
Correspondent Name:	Sara Lee Corporation
Address Line 1:	1000 E. Hanes Mill Rd.
Address Line 2:	Victoria J. Triplett - Law Dept.
Address Line 4:	Winston-Salem, NORTH CAROLINA 27104

DOMESTIC REPRESENTATIVE	
Name:	Arthur J. DeBaugh/Nicholas J. Valenziano
Address Line 1:	1000 E. Hanes Mill Rd.
Address Line 2:	Sara Lee Corporation - Law Dept.
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	Victoria J. Triplett
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CH \$40.00 2851129

Total Attachments: 5

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ASSIGNMENT

WHEREAS, Sara Lee/DE N.V. of Vleutensevaart 100, 3532 AD Utrecht, the Netherlands (hereinafter referred to as "Assignor") owns trademark registration No. 2851129 SENSEO; and

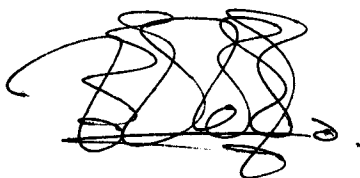
WHEREAS, Koninklijke Philips Electronics N.V. of Groenewoudseweg 1, 5621 BA Eindhoven, the Netherlands (hereafter "Assignee"), is desirous of acquiring said registration and the goodwill symbolized thereby.

NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell transfer and assign unto Assignee, all right, title and interest in and to said trademarks and registrations, together with the goodwill attached to and symbolized by the trade mark and all rights of recovery for past infringement thereof; and Assignor agrees that whenever it may be requested to do so by Assignee, its successors and assigns, it will execute and deliver to Assignee whatever further and separate assignments and other instruments that may be necessary or desirable to vest in Assignee, its successors and assigns, or to record in Assignee's name, these trademark registrations agreed to be assigned.


ASSIGNOR covenants and warrants that it is the lawful owner of all rights transferred to Assignee by the Assignment and agrees that it will communicate to Assignee, its successors and assigns, upon its or their request at any time, all facts known to Assignor with respect to such trademarks and registrations and will execute all lawful papers or instruments and generally do everything reasonable and proper to aid said Assignee, its successors and assigns, in carrying into full force the effect of this sale, assignment and transfer.

Signed at Utrecht this 13th day of July, 2004

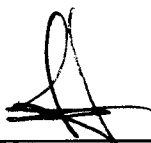
SARA LEE/DE N.V.



By: _____

Jelis Steenhof 
Attorney under Power
Fondé de Pouvoir

KONINKLIJKE PHILIPS ELECTRONICS N.V.



By: _____

J.J.E.C.G. Vandekerckhove
Authorised Representative

Seen for legalization of the signature of mr. J.J.E.C.G.
Vandekerckhove by me, mr. CAMILLE BERNARDUS
JOSEPHUS CORNELIS ADRIANUS VAN DONGEN,
Civil-Law Notary, practising at Veldhoven (The
Netherlands), on this twenty-fist day of July
twothousandfour



A handwritten signature in black ink, consisting of a large, sweeping initial 'V' followed by several smaller, less distinct characters.

DESIGNATION OF DOMESTIC REPRESENTATIVE

Mark : SENSEO
Registration No. : 2851129
Applicant : Koninklijke Philips Electronics N.V.
Date of Signature :

Name(s) of Domestic Representative(s) :

Arthur J. Debaugh and Nicholas J. Valenziano, Jr.

Whose address is :

1000 East Hanes Mill Road
Winston-Salem, North Carolina 27105

is/are hereby designated applicant's representative(s) upon whom notices or process in proceedings affecting the mark may be served.



Name :
Title : J.J.E.C.G. Vandekerckhove
Authorised Representative

Seen for legalization of the signature of mr. J.J.E.C.G.
Vandekerckhove by me, mr. CAMILLE BERNARDUS
JOSEPHUS CORNELIS ADRIANUS VAN DONGEN,
Civil-Law Notary, practising at Veldhoven (The
Netherlands), on this twenty-fist day of July
twothousandfour



A handwritten signature in black ink, consisting of a large, stylized initial 'M' followed by a comma and a small 'v'.