

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Samarar, L.L.C.		06/25/2003	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	Sara Lee Corporation
Street Address:	1000 East Hanes Mill Road
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27105
Entity Type:	CORPORATION: MARYLAND

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	2799377	LICKETY SPLIT
Registration Number:	2854114	NOBODY DOESN'T LIKE SARA LEE
Registration Number:	2860458	SARA LEE FRESH
Registration Number:	2849322	SOUTHERN SUPREME

CORRESPONDENCE DATA	
Fax Number:	(336)519-7312
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	336-519-7439
Email:	kfrith@saralee.com
Correspondent Name:	S. Kathleen Frith
Address Line 1:	1000 East Hanes Mill Road
Address Line 2:	IP Law Department
Address Line 4:	Winston-Salem, NORTH CAROLINA 27105

NAME OF SUBMITTER:	S. Kathleen Frith
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Total Attachments: 2

**900015322**

**TRADEMARK  
 REEL: 002974 FRAME: 0229**

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ASSIGNMENT

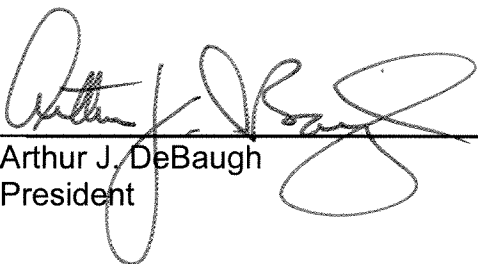
WHEREAS SARAMAR, L.L.C., (hereinafter called "Assignor"), a Delaware Limited Liability Company, having its principal place of business at 10 South Riverside Plaza, Suite 1800, Chicago, Illinois 60606, has adopted, used, and is using the trademarks listed on the attached Exhibit A; and

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 as of June 25, 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.

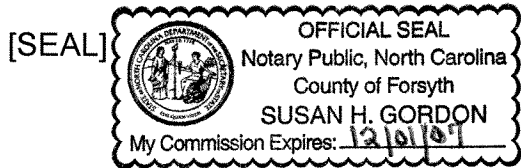
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.


SARAMAR, L.L.C.

By:   
Arthur J. DeBaugh  
President

Date:

Subscribed and sworn to before me this 26<sup>th</sup> day of August, 2004.



  
Notary Public

My commission expires on: 12/01/07

EXHIBIT A

<u>Mark</u>	<u>Reg. No.</u>
LICKETY SPLIT	2799377
NOBODY DOESN'T LIKE SARA LEE	2854114
SARA LEE FRESH	2860458
SOUTHERN SUPREME	2849322