

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	07/12/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
SARA LEE CORPORATION		07/12/2005	CORPORATION: MARYLAND

**RECEIVING PARTY DATA**

Name:	SARA LEE FOODS, INC.
Street Address:	10151 Carver Road
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45242
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Serial Number:	78220989	BALL PARK
Serial Number:	78352474	BALL PARK BRAND
Serial Number:	78351682	BALL PARK BRAND
Serial Number:	78528352	BALL PARK BRAND
Serial Number:	78205685	BALL PARK KIDS
Serial Number:	78409214	BRYAN MARKET
Serial Number:	78239073	COUNTERPARTS
Serial Number:	78065043	GRILLED TASTE WITHOUT THE GRILL!
Serial Number:	78421309	HILLSHIRE FARM
Serial Number:	78374328	JIMMY DEAN
Serial Number:	78326756	JIMMY DEAN
Serial Number:	78502633	JIMMY DEAN GRIDDLE GRABBERS
Serial Number:	76081614	

CH \$415.00 78220989

Serial Number:	78121408	RECIPE READY
Serial Number:	75731412	TASTE OF THE RACE
Serial Number:	78189356	THE TASTE YOU'VE ALWAYS LOVED

**CORRESPONDENCE DATA**

Fax Number: (336)519-7312  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 336-519-7072  
Email: cpettitt@saralee.com  
Correspondent Name: Bruce Bradford  
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:	Bruce O. Bradford
Signature:	/Bruce O. Bradford/
Date:	07/13/2005

Total Attachments: 2  
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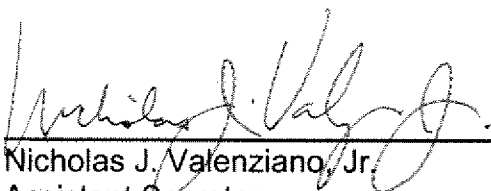
ASSIGNMENT

**WHEREAS SARA LEE CORPORATION**, (hereinafter called "Assignor"), a Maryland corporation, having a place of business at 1000 East Hanes Mill Road, has intended to use, in interstate commerce, the trademarks listed on the attached Exhibit A and has filed applications with the United States Patent and Trademark Office based on its bona fide intent to use such trademarks, but has not yet filed allegations of use of such trademarks under Section 1(c) or 1(d) of the Trademark Act; and

**WHEREAS SARA LEE FOODS, INC.**, (hereinafter called "Assignee"), a Delaware corporation having a place of business at 10151 Carver Road, Cincinnati, Ohio 45242, is acquiring the entire portion of the ongoing and existing business to which such trademarks pertain, as required by 15 U.S.C. §1060;

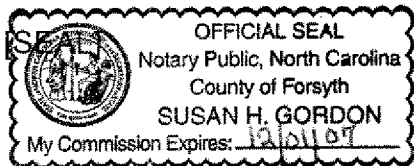
**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to such trademarks in the applications identified in Exhibit A as a portion of the ongoing and existing business thereof to which the trademarks pertain as required by 15 U.S.C. §1060.


SARA LEE CORPORATION

By:   
\_\_\_\_\_  
Nicholas J. Valenziano, Jr.  
Assistant Secretary

Date: July 12, 2005

Subscribed and sworn to before me this 12<sup>th</sup> day of July, 2005.



  
Notary Public

My commission expires on: 12/01/07

Exhibit A

BALL PARK	78/220989
BALL PARK SCRIPT DESIGN	78/352474
BALL PARK SCRIPT DESIGN	78/351682
BALL PARK SCRIPT DESIGN	78/528352
BALL PARK KIDS	78/205685
BRYAN MARKET PHOTO DESIGN	78/409214
COUNTERPARTS	78/239073
GRILLED TASTE WITHOUT THE GRILL	78/065043
HILLSHIRE FARM	78/421309
JIMMY DEAN	78/374328
JIMMY DEAN	78/326756
JIMMY DEAN GRIDDLE GRABBERS	78/502633
MR. CORNY WITH ARMS DESIGN	76/081614
RECIPE READY	78/121408
TASTE OF THE RACE	75/731412
THE TASTE YOU'VE ALWAYS LOVED	78/189356