

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Sara Lee Foods, Inc.		12/28/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Sara Lee Foods, LLC		
Street Address:	11370 Reed Hartman Hwy		
City:	Blue Ash		
State/Country:	OHIO		
Postal Code:	45241		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	78464826	MARKETEYE	
Serial Number:	78464843	MARKETEYE COMPLETE MARKET-SPECIFIC SOLUTIONS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(630)598-7333		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	630-598-6402		
Email:	docket@saralee.com		
Correspondent Name:	Mary Margaret Murray		
Address Line 1:	3500 Lacey Road		
Address Line 4:	Downers Grove, ILLINOIS 60515-5424		
ATTORNEY DOCKET NUMBER:	F S		
NAME OF SUBMITTER:	Mary Margaret Murray		
Signature:	/mary margaret murray/		
Date:	02/07/2007		

CH \$65.00 78464826

**Total Attachments: 4**

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# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "SARA LEE FOODS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SARA LEE FOODS, INC." TO "SARA LEE FOODS, LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2006, AT 1:18 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3818077 8100V

061195082



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5315527

DATE: 12-28-06

TRADEMARK  
REEL: 003477 FRAME: 0260

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is June 18, 2004.
- 4.) The name of the Corporation immediately prior to filing this Certificate is  
SARA LEE FOODS, INC.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of  
Formation is SARA LEE FOODS, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the  
28th day of December, A.D. 2006

By: Helen N. Kaminski  
Authorized Person

Name: Helen N. Kaminski, VP & Secretary  
Print or Type

# Delaware

PAGE 2

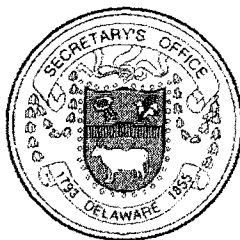
*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "SARA LEE FOODS, LLC" FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2006, AT 1:18 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3818077 8100V

061195082



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5315527

DATE: 12-28-06

TRADEMARK

REEL: 003477 FRAME: 0262

**STATE of DELAWARE  
LIMITED LIABILITY COMPANY  
CERTIFICATE of FORMATION**

- **First:** The name of the limited liability company is SARA LEE FOODS, LLC
- **Second:** The address of its registered office in the State of Delaware is 2711  
Centerville Road Suite 400 in the City of Wilmington, DE 19808. The  
name of its Registered agent at such address is \_\_\_\_\_  
Corporation Service Company
- **Third:** (Use this paragraph only if the company is to have a specific effective date of  
dissolution: "The latest date on which the limited liability company is to dissolve is  
\_\_\_\_\_.")
- **Fourth:** (Insert any other matters the members determine to include herein.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

In Witness Whereof, the undersigned have executed this Certificate of Formation this  
28th day of December, 20 06.

By: Helen N. Kaminski  
Authorized Person(s)

Name: Helen N. Kaminski, VP & Secretary  
Typed or Printed