

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sara Lee Foods, Inc.		12/28/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
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

PROPERTY NUMBERS Total: 86

Property Type	Number	Word Mark
Registration Number:	2154372	AMERICA'S FAVORITE CORN DOG
Registration Number:	1807761	BALL PARK
Registration Number:	2366105	BALL PARK
Registration Number:	759305	BALL PARK
Registration Number:	1856890	BALL PARK FUN FRANKS
Registration Number:	3077491	BALL PARK BRAND
Registration Number:	3046075	BALL PARK BRAND
Registration Number:	3026398	BALL PARK SINGLES
Registration Number:	3035278	BE BIG. BE MEATY. BE FRANK.
Registration Number:	1333454	BEEFY JUMBOS
Registration Number:	724564	BEST'S
Registration Number:	1993821	BEST'S KOSHER
Registration Number:	3147885	BLAZIN' HOT
Registration Number:	2553723	BRIAR STREET MARKET

CH \$2165.00 2154372

Registration Number:	2216333	BRYAN
Registration Number:	1561172	BRYAN BUTCHER FRESH
Registration Number:	2637304	BRYAN CLASSIC DELI
Registration Number:	2637292	BRYAN FRESHPAK
Registration Number:	2846314	BRYAN THE FLAVOR OF THE SOUTH HICKORY TENDER
Registration Number:	1302912	BRYAN
Registration Number:	2399725	BRYAN MARKET
Registration Number:	3130703	BRYAN MARKET
Registration Number:	2663311	BRYAN SMOKEHOUSE
Registration Number:	2441499	BRYAN THE FLAVOR OF THE SOUTH
Registration Number:	2453802	BRYAN THE FLAVOR OF THE SOUTH
Registration Number:	2058106	BUTCHER'S RECIPE
Registration Number:	1400549	CAMPUS CLUB
Registration Number:	2365934	CARVER'S COLLECTION
Registration Number:	2942190	CENTERPIECE
Registration Number:	2092853	CHEDDARWURST
Registration Number:	1918168	CHEESY JUMBOS
Registration Number:	1804638	DELI SELECT
Registration Number:	3028972	DELI SELECT
Registration Number:	3160283	DINNER'S DONE
Registration Number:	1143578	FLAVOTECH
Registration Number:	1954375	FLAVOTECH
Registration Number:	2623922	FRESH TASTE. GUARANTEED!
Registration Number:	959982	GRILLMASTER
Registration Number:	2925460	GRILLMASTER
Registration Number:	970878	HILLSHIRE FARM
Registration Number:	2298356	HILLSHIRE FARM
Registration Number:	2783329	HILLSHIRE FARM
Registration Number:	2783330	HILLSHIRE FARM
Registration Number:	3143058	HILLSHIRE FARM
Registration Number:	3079608	HILLSHIRE FARM
Registration Number:	968789	JD
Registration Number:	1069068	JIMMY DEAN
Registration Number:	1508422	JIMMY DEAN
Registration Number:	2357738	JIMMY DEAN

Registration Number:	3075552	JIMMY DEAN
Registration Number:	1069067	JD JIMMY DEAN
Registration Number:	1922262	JIMMY DEAN
Registration Number:	2871377	JIMMY DEAN QUALITY GUARANTEE
Registration Number:	1333453	JUICY JUMBOS
Registration Number:	1064015	KAHN'S
Registration Number:	2908348	KAHN'S
Registration Number:	658322	KAHN'S
Registration Number:	2728107	KAHN'S QUALITY MEATS SINCE 1883
Registration Number:	2716016	KOSHER NEVER TASTED SO GOOD
Registration Number:	2866648	LIT'L BEEF FRANKS
Registration Number:	2869312	LIT'L BEEF HOT LINKS
Registration Number:	2864948	LIT'L POLSKAS
Registration Number:	2959359	LIT'L SMOKIES
Registration Number:	3102427	LIT'L WIENERS
Registration Number:	1563577	R.B. RICE
Registration Number:	1563618	R.B. RICE
Registration Number:	1551144	RUDY'S FARM FINEST QUALITY
Registration Number:	1923858	SHOFAR
Registration Number:	1939220	SHOFAR
Registration Number:	69077	SILVER SHIELD
Registration Number:	1151831	SINAI 48
Registration Number:	1883739	SLICEMASTER
Registration Number:	834844	STATE FAIR
Registration Number:	1626147	STATE FAIR
Registration Number:	2550175	STATE FAIR
Registration Number:	3054716	STATE FAIR BRAND
Registration Number:	2116311	STATE FAIR BRAND
Registration Number:	2125917	THE DIFFERENCE IS IN THE TASTE
Registration Number:	3113867	THE FLAVOR OF THE SOUTH
Registration Number:	2700726	THE QUALITY IS KOSHER - THE TASTE IS BEST
Registration Number:	3114804	THE TASTE YOU'VE ALWAYS LOVED
Registration Number:	2829362	ULTRA THIN
Registration Number:	1796467	YARD-O-BEEF
Registration Number:	3135152	HILLSHIRE FARM SINCE 1934

Registration Number:	2849322	SOUTHERN SUPREME
Registration Number:	2792791	GRILLED JUICYS

CORRESPONDENCE DATA

Fax Number: (630)598-7333
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: Docket@saralee.com
 Correspondent Name: Mary Margaret Murray
 Address Line 1: 3500 Lacey Road
 Address Line 4: Downers Grove, ILLINOIS 60515

ATTORNEY DOCKET NUMBER:	IP07-016
NAME OF SUBMITTER:	Mary Margaret Murray
Signature:	/mary margaret murray/
Date:	04/09/2007

Total Attachments: 4
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Delaware

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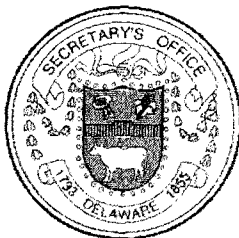
The First State

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: 003518 FRAME: 0041

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

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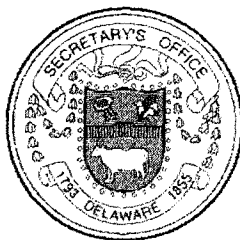
The First State

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: 003518 FRAME: 0043

**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