

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: 1			
Property Type	Number	Word Mark	
Registration Number:	2479721	FIESTA	
CORRESPONDENCE DATA			
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		
ATTORNEY DOCKET NUMBER:	IP07-016 SLF		
NAME OF SUBMITTER:	Mary Margaret Murray		
Signature:	/mary margaret murray/		
Date:	08/07/2007		

CH \$40.00 2479721

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: 003596 FRAME: 0191

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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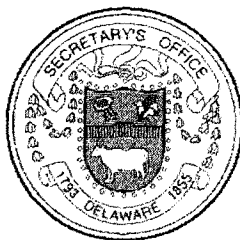
The First State

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: 003596 FRAME: 0193

**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