

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sara Lee Household and Body Care Nederland, B.V.		09/06/2010	Private Corporation with Limited Liability: NETHERLANDS

RECEIVING PARTY DATA

Name:	Sara Lee Household Care Nederland, B.V.
Street Address:	Vleutensevaart 100
City:	Utrecht
State/Country:	NETHERLANDS
Postal Code:	3532 AD
Entity Type:	Private Limited Liability Company: NETHERLANDS

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3530173	RENOV'AIR
Registration Number:	3759473	TRI SCENTS
Registration Number:	3589762	TRI SCENTS

CORRESPONDENCE DATA

Fax Number: (630)598-7333
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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:	FINNEGAN
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DOMESTIC REPRESENTATIVE

CH \$90.00 3530173

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Sheri Cooper
Signature:	/sheri cooper/
Date:	09/16/2010

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS Sara Lee Household and Body Care Nederland B.V. (hereinafter "Assignor"), a private corporation with limited liability having its principal place of business at Vleutensevaart 35 NL-3532 AD Utrecht has adopted and is the owner of the trademarks listed below; and

WHEREAS, Sara Lee Household Care Nederland B.V. (hereinafter "Assignee), a private corporation with limited liability, having a principal place of business at Vleutensevaart 100 NL-3532 AD Utrecht desires to acquire, all of Assignor's right, title and interest in and to the trademarks listed below, together with the goodwill of the business symbolized by the Registration:

NOW, THEREFORE for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee 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

Renov'air, US Registration No. 3530173;
Tri Scents, US Registration No. 3759473
Triscents US Registration No. 3589762

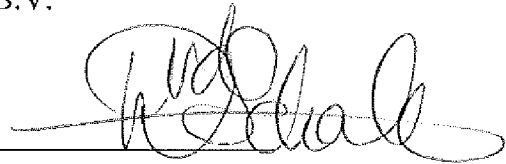
SARA LEE HOUSEHOLD AND BODY CARE
NEDERLAND B.V.

By: _____

Name:

Title:

Date:



Djeuwerke van der Schalk
Attorney under Power
Fondé de Pouvoir