

## 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:	400 S. Jefferson Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0798155	STADIUM	
Registration Number:	0177158	POPLAR	
Registration Number:	3181006	BRYAN THE FLAVOR OF THE SOUTH	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-614-6402		
Email:	docket@hillshirebrands.com		
Correspondent Name:	Mary Margaret Murray		
Address Line 1:	400 S. Jefferson Street		
Address Line 4:	Chicago, INDIANA 60607		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT		
NAME OF SUBMITTER:	Mary Margaret Murray		

Signature:	/mary margaret murray/
Date:	05/15/2013
Total Attachments: 4 source=SLF, Inc. to SLF, LLC#page1.tif source=SLF, Inc. to SLF, LLC#page2.tif source=SLF, Inc. to SLF, LLC#page3.tif source=SLF, Inc. to SLF, LLC#page4.tif	

# 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: 005037 FRAME: 00163

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

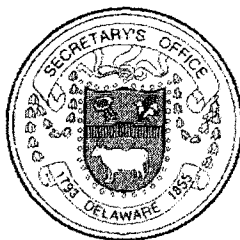
# Delaware

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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: 005037 FRAME: 00125

**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

RECEIVED TIME DEC. 28. 12:17PM

RECORDED: 05/08/2007

TRADEMARK  
REEL: 005037 FRAME: 00926