

Hayes Thomas P  
Form 3  
July 09, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â Hayes Thomas P		(Month/Day/Year)	Hillshire Brands Co [HSH]	
(Last)	(First)	(Middle)	06/29/2012	
C/O THE HILLSHIRE BRANDS COMPANY,Â 3500 LACEY ROAD			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
DOWNSERS GROVE,Â ILÂ 60515		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) EVP, Chief Supply Chain Off		6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
(City)	(State)	(Zip)		

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	23,630	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
---	---	--	---	---	--

## Edgar Filing: Hayes Thomas P - Form 3

	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (right to buy)	Â (1)	12/28/2012	Common Stock	58,000	\$ 15.15	D	Â
Employee Stock Option (right to buy)	Â (1)	12/28/2012	Common Stock	33,189	\$ 22.65	D	Â
Employee Stock Option (right to buy)	08/31/2014 <sup>(2)</sup>	08/31/2024	Common Stock	19,771	\$ 28.65	D	Â
Phantom Stock	Â (3)	Â (4)	Common Stock	17,364	\$ 0	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hayes Thomas P C/O THE HILLSHIRE BRANDS COMPANY 3500 LACEY ROAD DOWNERS GROVE, IL 60515	Â	Â	Â EVP, Chief Supply Chain Off	Â

## Signatures

/s/ Helen N. Kaminski for Thomas P. Hayes pursuant to power of attorney filed herewith.

07/09/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Option is vested and immediately exercisable as of the date of this filing and will expire on December 28, 2012.
- (2) Option vests on August 31, 2014, subject to continued employment with the company through that date, and expires on August 31, 2024.
- (3) The phantom stock units will convert into shares of Hillshire Brands common stock on a one-for-one basis.
- (4) The reporting person has deferred the receipt of shares of common stock that would have been issued upon the vesting of restricted stock units and performance stock units. He will receive shares of Hillshire Brands common stock, on a one-for-one basis, at a future date(s) specified by him pursuant to the deferred compensation plan.

Â

### Remarks:

On June 28, 2012, The Hillshire Brands Company (formerly named Sara Lee Corporation) completed

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.