

06-23-1999



SHEET

Our Ref: 42648-0082; 0138; 0155

101075170
TRADEMARKS ONLY

MPD 6-16-99

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New
 Resubmission (Non-Recordation)
Document ID # _____
 Correction of PTO Error
Reel # _____ Frame # _____
 Corrective Document
Reel # _____ Frame # _____

Conveyance Type

Assignment License
 Security Agreement Nunc Pro Tunc Assignment
 Merger
 Change of Name
Other _____
Effective Date
Month Day Year
June 11, 1999

Conveying Party

____ Mark if additional names of conveying parties attached

Name Rite Aid Corporation

Execution Date
Month Day Year

Formerly _____

June 11, 1999

Individual General Partnership Limited Partnership Corporation Association
 Other
 Citizenship/State of Incorporation/Organization Delaware

Receiving Party

____ Mark if additional names of receiving parties attached

Name Name Rite, L.L.C.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 31797 Highway 79 South

Address (line 2) Temecula, California 92592

Address (line 3) _____

Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
 Corporation Association
 Other Limited Liability Company

Citizenship/State of Incorporation/Organization Delaware

FOR OFFICE USE ONLY

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 200231

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name _____

Address (line 1) _____

Address (line 2) _____

Address (line 3) _____

Address (line 4) _____

Correspondent Name and Address

Area Code and Telephone Number (202) 467-7846

Name Brett I. Miller, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP

Address (line 2) 1800 M Street, N.W.

Address (line 3) Washington, D.C. 20036

Pages Enter the total number of pages of the attached conveyance document including any attachments.

2

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers are attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75/512,677

2,243,537

Number of Properties Enter the total number of properties involved. 2

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$ 65.00

Method of Payment: Enclosed X Deposit Account _____

Deposit Account

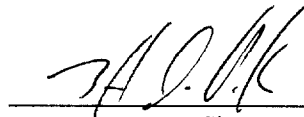
(Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: 13-4520

Authorization to charge additional fees: Yes X No _____

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Brett I. Miller



June 15, 1999

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

This Trademark Assignment is made on this 11th day of June, 1999, by Rite Aid Corporation, a Delaware corporation, having a principal business address at 30 Hunter Lane, Camp Hill, Pennsylvania 17011, (hereinafter "Assignor"), in favor of Name Rite, L.L.C., a Delaware Limited Liability Company, having a principal business address at 31797 Highway 79 South, Temecula, California 92592, (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the marks listed on the attached Schedule A (hereinafter "Marks"), the federal applications and registrations therefor, and the goodwill developed through the use of the Marks;

WHEREAS, Assignee is desirous of acquiring all right, title, and interest to the Marks, the federal applications and registrations therefor, and the goodwill developed through the use of the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, the entire right, title, interest in and to the Marks, any federal applications or registrations therefor as identified on Schedule A, and the goodwill of the business symbolized by the Marks. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

Signed this 11th day of June, 1999.

RITE AID CORPORATION

By: 

Name: Elliot S. Gerson

Title: Senior Vice President and General Counsel

SCHEDULE A

APPLICATION

Mark

Serial No.

RITE AID IT'S NOT JUST A STORE. IT'S A SOLUTION.

75/512,677

REGISTRATION

Mark

Reg. No.

BEAUTY THE RITE WAY

2,243,537