



08-31-1999

D

08-26-1999

U.S. Patent & TMOrc/TM Mail Rcpt Dt. #61

Ri



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101130858

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of Conveying Party(ies): **MED 8-26-99**
 Ralphs Grocery Company

Individual(s) Association
 General partnership Limited Partnership
 Corporation-State
 Other

Additional name(s) of conveying party(ies) attached? YES NO

2. Name and address of receiving party(ies):

Name: Fred Meyer, Inc.

Internal Address: _____

Street Address: 3800 S.E. 22nd Avenue

City Portland State OR ZIP 97202

Individual(s) Citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: August 20, 1999

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)	B. Trademark registration No.(s)
	2,068,338

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Kenneth S. Klarquist

Klarquist Sparkman Campbell Leigh & Whinston, LLP

Internal Address: _____

One World Trade Center, Suite 1600

Street Address: _____

121 S.W. Salmon Street

City Portland State Oregon ZIP 97024-2988

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41):... \$40.00

Enclosed
 Any deficiency/overpayment is authorized to be charged to deposit account

8. Deposit account number: 02-4550

DO NOT USE THIS SPACE

9. 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.

Kenneth S. Klarquist
 Reg. No. 16,445



August 23, 1999

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 3

00000301 2068338 40.00 DP
08/30/1999 10:53:48

ASSIGNMENT

WHEREAS, Ralphs Grocery Company, a California corporation, having its principal place of business at 1100 West Artesia Boulevard, Compton, California 90220, is the registered owner of United States Trademark Registration No. 2,068,338, registered June 10, 1997, covering the mark PERFECT CHOICE (Stylized); and


WHEREAS, Fred Meyer, Inc., a Delaware corporation, having offices at 3800 S.E. 22nd Avenue, Portland, Oregon 97202, is desirous of acquiring said mark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Ralphs Grocery Company does hereby sell, assign, transfer and set over unto the said Fred Meyer, Inc. all rights, title and interest in and to the said trademark, together with the good will of the business symbolized by the mark and the registration therefor.

THIS ASSIGNMENT dated and effective as of 8/20/99.

RALPHS GROCERY COMPANY


Date: 8/20/99

By 
Kenneth Thrasher
Senior Vice President and Assistant
Secretary

STATE OF OREGON)
) ss.
COUNTY OF Multnomah)

On this 20th day of August, 1999, before me personally came the above-named Kenneth Thrasher, who executed the foregoing instrument in my presence, and who acknowledged to me that he executed the same of his own free will for the purposes set forth.




Notary Public for Oregon

My Commission expires: 3/17/2001

[SEAL]