03-13-2000 FORM PTO-1594 (Modified) Docket No.: (Rev. 6-93) OMB No 0651-00*1 (exp.4/94) Copyright 1994-97 Lega 2-10-00 101288380 Tab settings 4 To the Honorable Commissioner of Patents and Trademarks Please record the attached original documents or copy thereof. FEB 10 PM 2. Name and address of receiving party(ies): 1. Name of conveying party(ies): Pamida, Inc. OPR/FINANCE Name: Heartland Home Furnishings Group II, Inc. Internal Address: Individual(s) ☐ Association Street Address: 1107 S. 119th Street General Partnership Limited Partnership City: Omaha State: NE ZIP: 68144 ■ Corporation-State <u>Delaware</u> ☐ Other Individual(s) citizenship Association ☐ General Partnership ______ 3. Nature of conveyance: ☐ Limited Partnership Assignment Merger ★ Corporation-State Delaware Security Agreement ☐ Change of Name Other Other _____ If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes □ No Execution Date: December 14, 1999 (Designations must be a separate document from Assignment) Additional name(s) & address(es) attached?

Yes ☐ No 4. Application number(s) or registration numbers(s): B. Trademark Registration No.(s) A. Trademark Application No.(s) 75/582,049 Additional numbers attached?

Yes
No 6. Total number of applications and 5. Name and address of party to whom correspondence registrations involved:..... concerning document should be mailed: Name: Janet P. Peyton, Esquire 7. Total fee (37 CFR 3.41):....\$ \$40.00 Internal Address: McGuire, Woods, Battle & Botthe LLP **X** Enclosed Authorized to be charged to deposit account 8. Deposit account number: Street Address: One James Center, 901 East Cary Street _____ State: <u>VA</u> ZIP: <u>23219</u> City: Richmond DO NOT USE THIS SPACE 03/10/2000 DNGUYEN 00000228 75582049 40.00 OP 01 FC:481 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. February 10, 2000 Janet P. Peyton Name of Person Signing Date Signature Total number of pages including cover sheet, attachments, and document:

TRADEMARK REEL: 002032 FRAME: 0934

ASSIGNMENT OF SERVICE MARK APPLICATION

THIS ASSIGNMENT is made this 14th day of December, 1999 by Pamida, Inc., a Delaware corporation ("Assignor"), of 8800 "F" Street, Omaha, Nebraska 68127 to Heartland Home Furnishings Group II, Inc., a Delaware corporation ("Assignee"), of 1107 S. 119th Street Omaha, NE 68144.

RECITALS:

- Assignor filed an application (Serial No. 75/582049) with the U.S. Patent and A. Trademark Office for registration of the service mark HEARTLAND HOME FURNISHINGS & logo (the "Mark").
 - Assignee wishes to acquire the Mark and the application for registration thereof. В.

NOW THEREFORE, for valuable consideration, receipt of which is hereby acknowledged:

Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Mark, together with all of the goodwill of the particular business in connection with which the Mark is used and which is symbolized by the Mark, and the above identified application for registration thereof.

Pamida, Inc., Assignor

Richard D. Schepp, Secretary

STATE OF WISCONSIN)

SS

COUNTY OFBROWN

On this 14th day of December, 1997, before me appeared Richard D. Schepp, the Secretary of Pamida, Inc., who acknowledged that he signed the foregoing instrument voluntarily on behalf of such corporation.

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RECORDED: 02/10/2000

TRADEMARK REEL: 002032 FRAME: 0935