

05-09-2001

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FORM PTO-1618
Expires 06/30/99
OMB 0651-0027



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

Submission Type 4-26-01

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
04 01 2001

Conveying Party Mark if additional names of conveying parties attached

Name Publix Super Markets, Inc. Execution Date
Month Day Year 04 01 2001

Formerly _____

Individual General Partnership Limited Partnership **Corporation** Association

Other _____

Citizenship/State of Incorporation/Organization Florida

Receiving Party Mark if additional names of receiving parties attached

Name Publix Asset Management Company

DBA/AK/A/T/A _____

Composed of _____

Address (line 1) Building 2, Publix West Woods Complex

Address (line 2) 6830 New Tampa Highway

Address (line 3) Lakeland Florida 33815
City State/Country Zip Code

Individual General Partnership Limited Partnership **Corporation** Association

Other _____

Citizenship/State of Incorporation/Organization Florida

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.)

FOR OFFICE USE ONLY

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 002290 FRAME: 0723

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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

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

#

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

Mark if additional numbers 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)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees:

Yes No

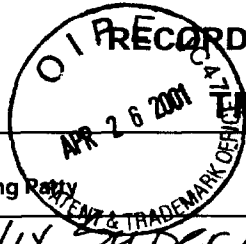
Statement and Signature

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.

Name of Person Signing

Signature

Date Signed



RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

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Month Day Year

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04 01 2001

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Mark if additional numbers attached

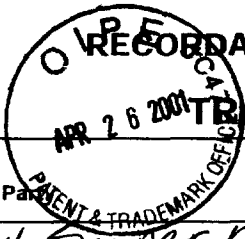
Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

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<u>1794016</u>	<u>1772095</u>	<u>1373131</u>
<u>1772104</u>	<u>1824506</u>	<u>1797499</u>
<u>1339762</u>	<u>1382948</u>	<u>1391014</u>
<u>1389315</u>	<u>1370458</u>	<u>1856098</u>
<u>2169918</u>	<u>2170333</u>	<u>1863366</u>
<u>2397549</u>	<u>1649015</u>	<u>2052471</u>
<u>1798944</u>	<u>2024367</u>	<u>2070223</u>



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**ASSIGNMENT OF TRADEMARKS AND TRADEMARK REGISTRATIONS
AND APPLICATIONS**


WHEREAS, Publix Super Markets, Inc., a Florida corporation with an address of 1936 George Jenkins Boulevard, Lakeland, FL 33815 ("Assignor"), warrants that it owns without encumbrance the federal registrations and applications for the trademarks listed on the attached Exhibit A and Exhibit B.

WHEREAS, Publix Asset Management Company, a Florida corporation, with an address of Building 2, Publix, West Woods Complex, 6830 New Tampa Highway, Lakeland, FL 33815 ("Assignee"), desires to acquire said marks, registrations, applications and rights therein;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns unto Assignee any and all right, title and interest in and to all the marks listed on the attached Exhibit A together with the goodwill of the business symbolized by said marks, and the attached registrations and applications therefor; and

FURTHER, Assignor agrees that it will, without demanding any further consideration therefor, at the request, but, at the costs of Assignee, perform all lawful and just acts that may be necessary for carrying out this assignment in full, including the execution and acknowledgement of instruments that may be or may become necessary for sustaining, reissuing or disclaiming the trademark registrations or applications.

Publix Super Markets, Inc.

By: 
Name: W. Edwin Crenshaw
President

Dated: April 1, 2001

EXHIBIT "A"
REGISTERED MARKS

Trademark	Reg. No.	Reg. Date
DANISH BAKERY & DESIGN	1,373,117	11-25-85
(THE) DELI AT PUBLIX	1,373,118	11-26-85
GET IT ALL TOGETHER	1,579,567	01-23-90
IT'S MY PLEASURE	2,281,923	09-28-99
IT'S OUR PLEASURE	2,087,884	08-12-97
NUTRIGANICS	2,136,292	02-10-98
PLATO THE PUBLIXAURUS	1,800,288	10-19-93
DESIGN ONLY (PLATO THE PUBLIXAURUS)	1,946,755	01-09-96
PRESTO!	2,000,102	09-10-96
P & DESIGN	1,794,016	09-21-93
P PUBLIX & DESIGN	1,772,095	05-18-93
P PUBLIX & DESIGN	1,373,131	11-26-85
PUBLIX (pharmacy services)	1,772,104	05-18-93
PUBLIX (food products)	1,824,506	03-01-94
PUBLIX (vitamins, mineral supplements....)	1,797,499	10-12-93
PUBLIX (retail grocery store services)	1,339,762	06-04-85
PUBLIX (deodorant, hair spray, shampoo...)	1,382,948	02-18-86
PUBLIX (food products, coffee, snack crackers.....)	1,391,014	04-22-86
PUBLIX (canned/fried cat and dog food)	1,389,315	04-08-86
PUBLIX (beverages)	1,370,458	11-12-85
PUBLIX ADVANTAGE BUY	1,856,098	09-27-94
PUBLIX BABY CLUB	2,169,918	06-30-98
PUBLIX BABY CLUB & DESIGN	2,170,333	06-30-98
PUBLIX HIGH QUALITY. LOW PRICES.	1,863,366	11-15-94
PUBLIX PARTNERS	2,397,549	10-24-00
PUBLIX PLUS	1,649,015	06-25-91
PUBLIX PREMIUM	2,052,471	04-15-97
PUBLIX QUICKBITS	1,798,944	10-12-93
QUICK TAKES (packaged/prepackaged prepared meals primarily of meat, poultry, vegetables...)	2,024,367	12-17-96
QUICK TAKES (packaged/prepackaged prepared meals primarily of pasta)	2,070,223	06-10-97
WHERE SHOPPING IS A PLEASURE	1,794,017	09-21-93

TPAI #1106122 v1

EXHIBIT "B"
USE BASED APPLICATIONS

Trademark	Serial Number
APRON'S	75/872,822
FAMILY STYLE	76/086,511
PUBLIX FAMILY STYLE	76/126,115
THE ULTIMATE TAILGATE PARTY	75/778,801

TPA1 #1106123 v1