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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
Tab settings ⇌ ⇌ ⇌ ▼



To the Honorable Commissioner of Pat

101918210

original documents or copy thereof.

1. Name of conveying party(ies):

Publix Super Markets, Inc.

- Individual(s)
- General Partnership
- Corporation-State - Florida
- Other \_\_\_\_\_
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: \_\_\_\_\_

2. Name and address of receiving party(ies)

Name: Publix Asset Management Company  
 Internal Address: Building 2, Publix West Woods Complex  
 Street Address: 6830 New Tampa Hwy  
 City: Lakeland State: FL Zip: 33815

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Florida
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

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

A. Trademark Application No. (s) 76/213,340  
76/092,473; 76/145,710  
75/872,821

B. Trademark Registration No. (s) \_\_\_\_\_

Additional number(s) attached  Yes  No

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

Name: Deborah L. Kramm, Esq.  
 Internal Address: Holland & Knight LLP

6. Total number of applications and registrations involved: \_\_\_\_\_

4

7. Total fee (37 CFR 3.41).....\$ 115.00

- Enclosed
- Authorized to be charged to deposit account

Street Address: 2099 Pennsylvania Ave. NW

Suite 100

City: Washington State: DC Zip: 20006

8. Deposit account number: \_\_\_\_\_

501542

DO NOT USE THIS SPACE

9. Signature.

Carolyn Felter  
 Name of Person Signing

Carolyn Felter  
 Signature

12/11/01  
 Date

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

Mail documents to be recorded with required cover sheet information to:  
 Commissioner of Patent & Trademarks, Box Assignments  
 Washington, D.C. 20231

**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 trademarks listed on the attached Exhibit A, together with the pending applications to register those marks; and

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, 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 and applications listed on the attached Exhibit A together with the goodwill of the business symbolized by said marks; 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:   
W. Edwin Crenshaw  
President

Dated: December 5, 2001

PUBLIX ASSET MANAGEMENT  
COMPANY

By:   
Mark Irby  
President

Dated: December 2, 2001

**EXHIBIT "A"**  
**USE BASED APPLICATIONS**

<b>Trademark/Service Mark</b>	<b>Serial Number</b>
APRONS and DESIGN	76/213,340
PUBLIXDIRECT	76/092,473
PUBLIXDIRECT and DESIGN	76/165,710
PUBLIX PAWS	75/872,821

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