

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

04-15-2002

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



102055225

To the Honorable Commissioner of Patents and Trademarks, please forward the attached original documents or copy thereof.

1. Name of conveying party(ies): Genovese Drug Stores, Inc. 80 Marcus Drive Melville, NY 11747

2. Name and address of receiving party(ies) Name: Robert E. Lewis Internal Address: Eckerd Corporation Street Address: 8333 Bryan Dairy Road City: Largo State: FL Zip: 33777-1213

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

3. Nature of conveyance: X Assignment Merger Security Agreement Change of Name Other

Individual(s) citizenship Association General Partnership Limited Partnership X Corporation-State Delaware 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 X No

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1127663

Additional number(s) attached Yes X No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Alan S. Langer Internal Address: J. C. Penney Company, Inc. Legal Dept. A1 MS: 1115 Street Address: 6501 Legacy Drive City: Plano State: TX Zip: 75024-3698

6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41) \$ 140.00 X Enclosed Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature. 04/12/2002 JYALLAME 00000007 1127663 01 FC:481 Robert E. Lewis 40.00 00 Name of Person Signing

Signature

Refund Ref: 04/12/2002 JYALLAME 0000116115 2 2002 Date

Total number of pages including cover sheet, attachments, and document 4

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

Assignment

WHEREAS, Genovese Drug Stores, Inc. ("Assignor"), a Delaware corporation, located and doing business at 80 Marcus Drive, Melville, New York 11747, has adopted, used, and is using the LIVING COLOR trademark which is registered in the United States Patent and Trademark Office, Registration No. 1,127,663, dated December 11, 1979; and

WHEREAS, Eckerd Corporation of 8333 Bryan Dairy Road, Largo, Florida 33777-1213, is desirous of acquiring said trademark and the registration thereof,

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Genovese Drug Stores, Inc. does hereby assign into the said Eckerd Corporation all right, title, and interest in and to the said trademark, together with the goodwill of the business symbolized by the trademark, and the above-identified registration thereof.

Assignor warrants and represents that it has made no prior assignment of the above-identified trademark or the registration herein, that there exists no mortgage, lien, or other encumbrance upon the said trademark, and that it has received no notices of, nor is it aware of, any claims by third parties of prior rights in and to the said trademark.

Genovese Drug Stores, Inc.

By: [Signature]
Name: Robert E. Lewis
Title: Vice President, General Counsel
and Secretary

STATE OF FLORIDA
COUNTY OF PINELLAS

The foregoing instrument was acknowledged before me this 22nd day of February, 2002, by Robert E. Lewis, as Vice President of Genovese Drug Stores, Inc.

[Signature]
Diedra E. Cleveland, Notary Public

Personally Known or Produced Identification _____
Type of Identification Produced _____



Diedra E. Cleveland
Commission # CC 863823
Expires Aug. 17, 2003
Bonded Thru
Atlantic Bonding Co., Inc.

JCPenney

March 5, 2002

VIA Express Mail EF100543662US

Assistant Commissioner of Trademarks
Box Assignments
Washington, D. C. 20231

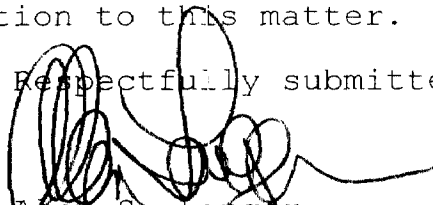
RE : Trademark Assignment
Mark : LIVING COLOR
Reg. No : 1,127,663

Dear Sirs:

The enclosed is an assignment of the above captioned mark. Please contact me if you have any questions and kindly acknowledge receipt of these materials by returning the attached prepaid postcard.

Thank you very much for your attention to this matter.

Respectfully submitted,



Brian S. Langer
Attorney for Applicant
Telephone (972) 431-1253