

05-09-2002

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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027

102083893

COVER SHEET (S ONLY)

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

Tab settings

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

1. Name of conveying party(ies):

Publix Super Markets, Inc.

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

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

2. Name and address of receiving party(ies)

Name: Publix Asset Management Company

Internal Address: Bldg 2, Publix West Woods Complex

Street Address: 6830 New Tampa Highway

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other corrective document to \*

Execution Date: 4-1-01

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

A. Trademark Application No.(s) 75/778801

B. Trademark Registration No.(s) 2474409 (75/8722)

2,487,439 (96/26115)

Additional number(s) attached Yes No

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

Name: Deborah L. Kramm

Internal Address:

Street Address: Holland & Knight LLP

2099 Penn Ave. N.W., Suite 100

Washington City: DC State: DC Zip: 20006

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 3.41):

\$ 90.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

501542

DO NOT USE THIS SPACE

9. Signature.

Carolyn Felter Name of Person Signing

Carol Felter Signature

4-17-02 Date

Total number of pages including cover sheet, attachments, and document: 20

05/08/2002 DBYRNE 00000244 501542

01 FC:481 40.00 CH 02 FC:482 50.00 CH

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

\* add language to document Recorded at Real/FAME 002290/0723

TRADEMARK REEL: 002502 FRAME: 0907

127

05-09-2001

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/AKA/TA

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

890E

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: 002502 FRAME: 0908

**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)		
<input type="text" value="75872822"/>	<input type="text" value="76086511"/>	<input type="text" value="76126115"/>	<input type="text" value="1373117"/>	<input type="text" value="1373118"/>	<input type="text" value="1579567"/>
<input type="text" value="75778801"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2281923"/>	<input type="text" value="2087884"/>	<input type="text" value="2136292"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1800288"/>	<input type="text" value="1946755"/>	<input type="text" value="2000102"/>

**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

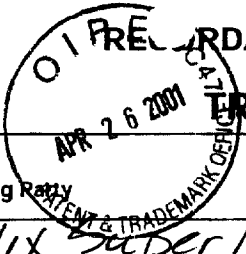
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

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



REGISTRATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name Publix Super Markets, Inc.

04 01 2001

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization Florida

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name Publix Asset Management Company

DBA/AKA/TA

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 the Assignment.)

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

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

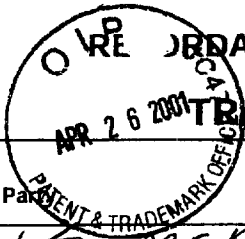
Mark if additional numbers attached

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>



REGISTRATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

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Publix Super Markets, Inc.

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DBA/AKA/TA

Composed of

Address (line 1)

Building 2, Publix West Woods Complex

Address (line 2)

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Address (line 3)

Lakeland

Florida

33815

City

State/Country

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

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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)


1799017		

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 effective April 1, 2001, any and all right, title and interest in and to all the marks listed on the attached Exhibit A and Exhibit B 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: W. Edwin Crenshaw  
W. Edwin Crenshaw  
President

PUBLIX ASSET MANAGEMENT  
COMPANY

By: Mark Irby  
Mark Irby  
President

TPA1 #1106120 v2

TRADEMARK  
REEL: 002502 FRAME: 0912

**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

TPA1 #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

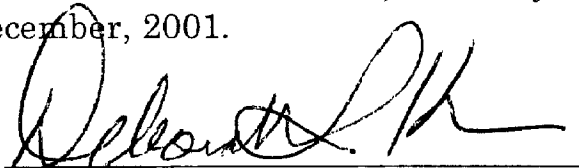
TPA1 #1106123 v1



NOTICE REGARDING TRADEMARK ASSIGNMENT  
AND CERTIFICATE OF DELIVERY

The attached assignment agreement between Publix Super Markets, Inc., and Publix Asset Management Company clarifies the agreement previously filed and recorded April 26, 2001, at Reel 2290, Frame 723. No additional transfer is intended.

I hereby certify that this Recordation Form for Trademark Assignments is being hand delivered to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia this 28th day of December, 2001.



Deborah L. Kramm

TPA1 #1191009 v1

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**Publix Super Markets, Inc.**

By: W. E. Crenshaw  
Name: W. Edwin Crenshaw  
President

Dated: April 1, 2001

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PUBLIX (beverages)	1,370,458	11-12-85
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PUBLIX BABY CLUB & DESIGN	2,170,333	06-30-98
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PUBLIX PARTNERS	2,397,549	10-24-00
PUBLIX PLUS	1,649,015	06-25-91
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WHERE SHOPPING IS A PLEASURE	1,794,017	09-21-93

TPA1 #1106122 v1

**EXHIBIT "B"**  
**USE BASED APPLICATIONS**

<b>Trademark</b>	<b>Serial Number</b>
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