



01-30-2003



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TRADEMARKS ONLY

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

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
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): 1-27-03
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: _____
Street Address: 3300 Airport Road
City: Lakeland State: FL Zip: 33811

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 _____

Execution Date: _____

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2,520,595
2,520,247
2,585,611 2,599,236 2,636,829

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Thomas W. Brooke
 Internal Address: _____

Street Address: Holland & Knight LLP
2099 Pennsylvania Ave, N.W.
Suite 100
 City: Washington State: DC Zip: 20006

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41).....\$ 140.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature.
Carolyn Fetter Carolyn Fetter Jan. 27, 2003
 Name of Person Signing Signature Date

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

01/30/2003 DBYRNE 00000003 2520598

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

01 FC:8521
02 FC:8522

40.00 OP
100.00 OP

TRADEMARK
REEL: 002661 FRAME: 0385

ASSIGNMENT OF TRADEMARKS AND TRADEMARK REGISTRATIONS

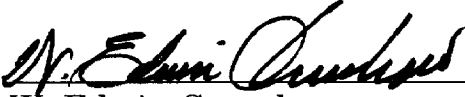
WHEREAS, Publix Super Markets, Inc., a Florida corporation with an address of 1936 George Jenkins Boulevard, Lakeland, FL 33815 ("Assignor"), warrants that it owns without encumbrance the federal registrations for the trademarks listed on the attached Exhibit A.

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, and rights therein;

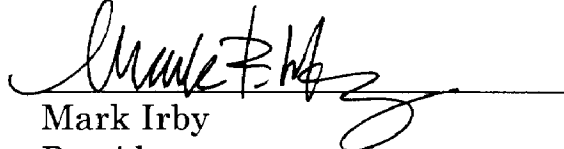
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns unto Assignee effective December 1, 2002, any and all right, title and interest in and to all the marks listed on the attached Exhibit A together with the goodwill of the business symbolized by said marks, and the attached registrations 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.

PUBLIX SUPER MARKETS, INC.

By: 
W. Edwin Crenshaw
President

PUBLIX ASSET MANAGEMENT
COMPANY

By: 
Mark Irby
President

Dated: January 20, 2003

TPA1 #1106120 v3

EXHIBIT "A"
REGISTERED MARKS

Trademark	Registration No.	Registration Date
GREENWISE	2,520,595	12/18/01
PIX PUBLIX	2,636,829	10/15/02
PUBLIX GREENWISE MARKET	2,520,594	12/18/01
PUBLIX PRESCHOOL PALS	2,585,611	6/25/02
PUBLIXDIRECT and DESIGN	2,599,236	7/23/02

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