

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Assignment to correct assignee's entity on reel and frame

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Genovese Drug Stores, Inc.		02/22/2002	CORPORATION:

**RECEIVING PARTY DATA**

Name:	Eckerd Corporation
Street Address:	8333 Bryan Dairy Road
City:	Largo
State/Country:	FLORIDA
Postal Code:	33777-1213
Entity Type:	CORPORATION:

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	1127663	LIVING COLOR

**CORRESPONDENCE DATA**

Fax Number: (972)431-1133  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 972 431 1253  
Email: alanger@jcpenny.com  
Correspondent Name: Alan S. Langer

**TRADEMARK**

Address Line 1: 6501 Legacy Drive  
Address Line 2: J. C. Penney Corporation, Inc.  
Address Line 4: Plano, TEXAS 75024-3698

NAME OF SUBMITTER: Alan S. Langer

Total Attachments: 2  
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source=Living Color Assignment4#page1.tif

RECEIPT INFORMATION

ETAS ID: TM10448  
Receipt Date: 03/30/2004  
Fee Amount: \$ 40

TRADEMARK

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Electronic Version v1.1  
 Stylesheet Version v1.1

**03/30/2004**  
**900006672**

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Genovese Drug Stores, Inc.		02/22/2002	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Eckerd Corporation		
<b>Street Address:</b>	8333 Bryan Dairy Road		
<b>City:</b>	Largo		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33777-1213		
<b>Entity Type:</b>	CORPORATION:		
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<b>Correspondent Name:</b>	Alan S. Langer		
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<b>Address Line 2:</b>	J. C. Penney Corporation, Inc.		
<b>Address Line 4:</b>	Plano, TEXAS 75024-3698		
<b>NAME OF SUBMITTER:</b>	Alan S. Langer		
<b>Total Attachments: 2</b>			
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source=Living Color Assignment4#page1.tif			

CH \$40.00 1127663

OFFICE OF PUBLIC RECORDS

3.5.02

2002 MAR -5 PM 12:38

04-15-2002

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/5/2002)

FINANCE SECTION



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

Tab settings

102055225

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

1. Name of conveying party(ies):

**Genovese Drug Stores, Inc.**  
80 Marcus Drive  
Melville, NY 11747

- Individual(s)
- General Partnership
- Corporation-State
- 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: **Robert E. Lewis**

Internal Address: **Eckerd Corporation**

Street Address: **8333 Bryan Dairy Rd**

City: **Largo** State: **FL** Zip: **33777-1233**

Individual(s) citizenship

Association

General Partnership

Limited Partnership

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  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  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**

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

04/12/02 JYLLONE 0000007 1127663

01 FC:01

**Robert E. Lewis**  
Name of Person Signing

Signature

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

OFFICE OF P... RECORDS

3.5.02

2002 MAR -5 PM 12:39

04-15-2002

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

FINANCE SECTION



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

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

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

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**

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

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

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 Assignment       Merger  
 Security Agreement       Change of Name  
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9. Signature:  
**04/12/2002 JIMLINE 00000007 1127663**  
**01 FC:481**      **40.00**  
 \_\_\_\_\_  
 Name of Person Signing

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 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

TRADE MARK  
 REEL: 002824 FRAME: 0351

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 22<sup>nd</sup> 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.