

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fred Meyer Stores, Inc.		04/02/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Fred Meyer Jewelers, Inc.
Street Address:	3800 S.E. 22nd Avenue
Internal Address:	P.O. Box 42121
City:	Portland
State/Country:	OREGON
Postal Code:	97242
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2019399	FRED MEYER JEWELERS
Registration Number:	2212858	FOX'S JEWELERS

CORRESPONDENCE DATA	
Fax Number:	(503)228-9446
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(503) 226-7391
Email:	john.stuart@klarquist.com
Correspondent Name:	Klarquist Sparkman, LLP
Address Line 1:	121 S.W. Salmon Street
Address Line 2:	Suite 1600
Address Line 4:	Portland, OREGON 97204

ATTORNEY DOCKET NUMBER:	449-44165
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NAME OF SUBMITTER:	Taunya Wilcox
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Total Attachments: 2
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ASSIGNMENT

WHEREAS, Fred Meyer Stores, Inc., a Delaware corporation, having its principal place of business at 3800 S.E. 22nd Avenue, P.O. Box 42121, Portland, Oregon 97242, is the registered owner of United States Service Mark Registration No. 2,019,399, registered November 26, 1996, covering the mark FRED MEYER JEWELERS; and United States Service Mark Registration No. 2,212,858, registered December 22, 1998, covering the mark FOX'S JEWELERS; and

WHEREAS, Fred Meyer Jewelers, Inc., a California corporation, having offices at 3800 S.E. 22nd Avenue, P.O. Box 42121, Portland, Oregon 97242, is desirous of acquiring said marks and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Fred Meyer Stores, Inc. does hereby sell, assign, transfer and set over unto the said Fred Meyer Jewelers, Inc. all rights, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks and the registrations therefor.

THIS ASSIGNMENT dated and effective as of April 2, 2004.

FRED MEYER STORES, INC.

Date: 4/2/04

By Nona M Soltero

Name: Nona M. Soltero

Title: Vice President & Asst. Secty.

STATE OF Oregon)
COUNTY OF Multnomah) ss.

On this 2nd day of April, 2004, before me personally came the above-named Nona M. Soltero, who executed the foregoing instrument in my presence, and who acknowledged to me that he executed the same of his own free will for the purposes set forth.



Ginger L. Spencer
Notary Public for Oregon
My Commission expires: 3/25/2006

[SEAL]