

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Publix Super Markets, Inc.		09/16/2004	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	Publix Asset Management Company
Street Address:	3300 Airport Road
City:	Lakeland
State/Country:	FLORIDA
Postal Code:	33811
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Registration Number:	2729423	GREENWISE
Registration Number:	2732403	GREENWISE
Registration Number:	2688904	PUBLIX GREENWISE MARKET
Registration Number:	2683967	PUBLIX GREENWISE MARKET
Registration Number:	2729422	PUBLIX GREENWISE MARKET
Registration Number:	2843303	PUBLIX GREENWISE MARKET

CORRESPONDENCE DATA	
Fax Number:	(813)314-5160
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	813-227-8500
Email:	karen.lee@hklaw.com
Correspondent Name:	James B. Lake
Address Line 1:	P.O. Box 1288
Address Line 4:	Tampa, FLORIDA 33601-1288

ATTORNEY DOCKET NUMBER:	77371-1
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NAME OF SUBMITTER:

Karen Lee

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS AND TRADEMARK REGISTRATIONS

WHEREAS, Publix Super Markets, Inc., a Florida corporation with an address of 3300 Airport Road, Lakeland, FL 33811 ("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 3300 Airport Road, Lakeland, FL 33811 ("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 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, *nunc pro tunc* to the dates of first use of the listed marks; 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
W. Edwin Crenshaw
President

Date: 9/24/04

PUBLIX ASSET MANAGEMENT
COMPANY

By: Mark Irby
Mark Irby
President

Date: September 16, 2004

EXHIBIT "A"
REGISTERED MARKS

Trademark	Reg. No.	Reg. Date	First Use Date
GREENWISE	2,729,423	June 24, 2003	March 14, 2001
GREENWISE	2,732,403	July 1, 2003	March 14, 2001
PUBLIX GREENWISE MARKET	2,688,904	February 18, 2003	March 14, 2001
PUBLIX GREENWISE MARKET	2,683,967	February 4, 2003	March 14, 2001
PUBLIX GREENWISE MARKET	2,729,422	June 24, 2003	March 14, 2001
PUBLIX GREENWISE MARKET	2,843,303	May 18, 2004	March 14, 2001

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