

07-29-2004

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OMB Collection 0657-0027 (exp. 6/30/2005)

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



7/23/04

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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Fred Stoker & Sons, Inc.

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

Citizenship (see guidelines) Tennessee

Execution Date(s) July 19, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: RBJ Sales, Inc.

Internal

Address: _____

Street Address: 3846 Sharon Highway 89

City: Dresden

State: Tennessee

Country: USA Zip: 38225

Association Citizenship _____

General Partnership Citizenship _____

Limited Partnership Citizenship _____

Corporation Citizenship Tennessee

Other _____ Citizenship _____

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,740,903

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

FRED'S CHOICE

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

Name: Thomas A. Hodge

Internal Address: _____

Baker, Donelson, Bearman, Caldwell & Berkowitz

Street Address: Five Concourse Parkway
Suite 900

City: Atlanta

State: Georgia Zip: 30328

Phone Number: 678-406-8700

Fax Number: 678-406-8701

Email Address: thodge@bakerdonelson.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 400.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 11-0553

Authorized User Name Thomas A. Hodge

9. Signature:

Thomas A. Hodge
Signature

July 21, 2004

Date

Thomas A. Hodge

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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TRADEMARK
REEL: 003016 FRAME: 0466

ASSIGNMENT

Whereas, Fred Stoker & Sons, Inc., a Tennessee corporation having a principal business address of P.O. Box 707, Dresden, Tennessee 38225, has adopted, used and is using the mark FRED'S CHOICE and is the owner of all right, title and interest in and to U.S. Trademark Registration No. 2,740,903, registered July 29, 2003 for the mark FRED'S CHOICE;

Whereas, RBJ Sales, Inc., a Tennessee corporation having a principal business address at 3846 Sharon Highway 89, Dresden, Tennessee 38225, is desirous of acquiring the entire right, title and interest in and to the mark FRED'S CHOICE and U.S. Trademark Registration No. 2,740,903;

Now, Therefore, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Fred Stoker & Sons, Inc. does hereby assign to RBJ Sales, Inc. the entire right, title and interest in and to the mark FRED'S CHOICE and U.S. Trademark Registration No. 2,740,903, together with the goodwill of the business symbolized by that mark.

Fred Stoker & Sons, Inc.

Date: July 19, 2004

By: Bobby B. Stoker
Name: Bobby B. Stoker

Title: Chief Operating Officer

State of Tennessee
County of Weakley

On July 19, 2004, before me personally appeared Bobby B. Stoker to me known, who being duly sworn by me did confirm that he is Chief Operating Officer of Fred Stoker & Sons, Inc. which executed this Assignment; and that he signed this Assignment by authority of Fred Stoker & Sons, Inc.

LeAnne Moore
Notary Public

My Commission Expires: 10-20-07