

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Kroger Co.		02/17/2005	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	The Kroger Co. of Michigan		
Street Address:	18334 Laurel Park Drive North		
City:	Livonia		
State/Country:	MICHIGAN		
Postal Code:	48152-2686		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2310549	KTV KROGER TELEVISION	
CORRESPONDENCE DATA			
Fax Number:	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(415) 983-6318		
Email:	sftrademarks@pillsburywinthrop.com		
Correspondent Name:	Laura C. Gustafson		
Address Line 1:	P.O. Box 7880		
Address Line 2:	Calendar/Docketing Department		
Address Line 4:	San Francisco, CALIFORNIA 94120-7880		
NAME OF SUBMITTER:	Laura C. Gustafson		
Signature:	/Laura C. Gustafson/		
Date:	02/23/2005		

CH \$40.00 2310549

Total Attachments: 1

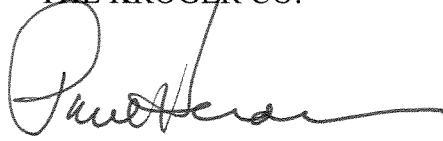
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**TRADEMARK
 REEL: 003033 FRAME: 0916**

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, The Kroger Co. (an Ohio corporation) assigns, transfers and conveys to The Kroger Co. of Michigan (a Michigan corporation) all right, title and interest in the United States in and to the application for the mark KTV KROGER TELEVISION; RN 2310549; the goodwill symbolized by and associated with the use of same; together with all rights and causes of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue and recover for past infringement and receive all damages, payments and costs and fees associated therewith.

THE KROGER CO.



Paul W. Heldman

Title: Senior VP, Secretary & General Counsel

Date: 2/17/05