

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
Publix Super Markets, Inc.		12/01/2002	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: 1			
Property Type	Number	Word Mark	
Registration Number:	2520594	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@hkllaw.com		
Correspondent Name:	Karen Lee		
Address Line 1:	PO Box 1288		
Address Line 4:	Tampa, FLORIDA 33601-1288		
NAME OF SUBMITTER:	Karen Lee		
Signature:	/karen lee/		
Date:	08/23/2005		

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Total Attachments: 2
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**TRADEMARK
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ASSIGNMENT OF TRADEMARKS AND TRADEMARK REGISTRATIONS

WHEREAS, Publix Super Markets, Inc., a Florida corporation with an address of 1936 George Jenkins Boulevard, Lakeland, FL 33815 ("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 Building 2, Publix, West Woods Complex, 6830 New Tampa Highway, Lakeland, FL 33815 ("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 effective December 1, 2002, 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; 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
President

PUBLIX ASSET MANAGEMENT
COMPANY

By:

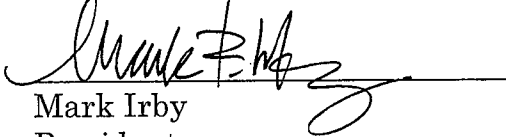

Mark Irby
President

EXHIBIT "A"
REGISTERED MARKS

Trademark	Registration No.	Registration Date
GREENWISE	2,520,595	12/18/01
PIX PUBLIX	2,636,829	10/15/02
PUBLIX GREENWISE MARKET	2,520,594	12/18/01
PUBLIX PRESCHOOL PALS	2,585,611	6/25/02
PUBLIXDIRECT and DESIGN	2,599,236	7/23/02

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