

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 6/30/2008)

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

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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):**

Safeway Inc.

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance / Execution Date(s) :**

Execution Date(s) January 1, 2004

- 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: Blackhawk Marketing, LLC

Internal

Address; Attn: David E. Durant, Esq.

Street Address: 5918 Stoneridge Mall Road

City: Pleasanton

State: CA

Country: USA Zip: 94588

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship Delaware
- 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)

2,846,171

Additional sheet(s) attached?  Yes  No

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

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

Name: David E. Durant, Esq.

Internal Address: \_\_\_\_\_

Street Address: 5918 Stoneridge Mall Road

City: Pleasanton

State: CA Zip: 94588

Phone Number: 925-226-9103

Fax Number: 925-226-9083

Email Address: david.durant@blackhawk-marketing.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00**

- 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 \_\_\_\_\_

Authorized User Name \_\_\_\_\_

9. Signature: [Signature]

Signature

David E. Durant

Name of Person Signing

10/24/05

Date

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$40.00 2846171

### SAFEWAY ASSIGNMENT OF TRADEMARK TO BLACKHAWK MARKETING, LLC

This Assignment of Trademarks ("Assignment") is made and entered into by and between Safeway Inc., a Delaware corporation ("Safeway") and Blackhawk Marketing, LLC, a Delaware limited liability company ("Blackhawk"). Safeway and Blackhawk may be referred to herein as the "Parties."

WHEREAS, Safeway has assigned certain contracts to Blackhawk; and

WHEREAS, the Parties each desire to memorialize Safeway's assignment to Blackhawk, and Blackhawk's assumption of, all of Safeway's rights, title and interest in and to certain trademarks as of January 1, 2004 ("Effective Date");

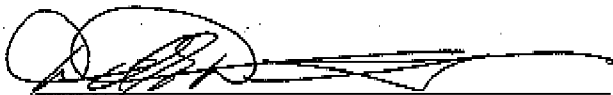
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

#### TRADEMARK ASSIGNMENT

- 1. ASSIGNMENT:** Assignor, Safeway, hereby is the owner of all right, title and interest in and to the trademarks referenced on Exhibit A hereto. Assignor has agreed to transfer all rights in and to said trademarks to Assignee, Blackhawk, as of January 1, 2004.
- 2. GRANT:** Assignor hereby grants, assigns and fully transfers to Assignee the entire right, title and interest in an to the above-referenced trademarks, together with the goodwill of the business connected with the use of and symbolized by the trademark. Assignor also fully transfers all rights to file future applications fro trademark registration on said mark and derivatives thereof.

IN WITNESS WHEREOF, the undersigned have executed this Assignment effective as of the Effective Date.

SAFEWAY INC.

By:   
 Title: ASST SECRETARY / ASST VP

BLACKHAWK MARKETING, LLC.

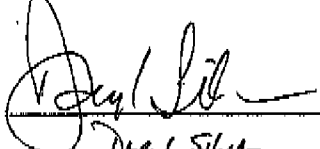
By:   
 Title: VP - OPS & Admin Blackhawk

EXHIBIT A

Trademark

Application/Registration Number

COINMASTER

Reg. No. 2846171