

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
Real Kitchen Brands, LLC c/o Patrick Davis Communications Inc.		01/11/2006	Limited Liability Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Mervyn's LLC		
Street Address:	22301 Foothill Blvd.		
City:	Hayward		
State/Country:	CALIFORNIA		
Postal Code:	94541-2771		
Entity Type:	Limited Liability Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78215260	REAL KITCHEN	
CORRESPONDENCE DATA			
Fax Number:	(650)614-7401		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650-614-7400		
Email:	agarcia@orrick.com		
Correspondent Name:	Thomas H. Zellerbach, Esq.		
Address Line 1:	4 Park Plaza, Suite 1600		
Address Line 2:	IP Prosecution Department		
Address Line 4:	Irvine, CALIFORNIA 92614-2558		
ATTORNEY DOCKET NUMBER:	1339-6070		
NAME OF SUBMITTER:	Thomas H. Zellerbach		
Signature:	/Thomas H. Zellerbach/		

CH \$40.00 78215260

Date:

01/13/2006

Total Attachments: 4

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EXHIBIT C

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark, dated as of January 11, 2006,
by and between Real Kitchen Brands, LLC, a Delaware limited liability corporation with
offices c/o Patrick Davis Communications Inc., ~~509 Olive Street Suite 1100~~, St. Louis,
MO ~~63101~~ ("Assignor") and Mervyn's LLC, a California limited liability corporation
with offices at 22301 Foothill Blvd., Hayward, CA 94541-2771 ("Assignee").

6174A
Delmar Blvd
St. Louis 63112

WHEREAS, Assignor owns the trademark and service mark REAL KITCHEN ("the Trademark") and one or more applications to register the Trademark, including United States Trademark Application Serial No. 78215260 filed with the United States Patent and Trademark Office, ("the Trademark Applications");

WHEREAS, Assignee is desirous of acquiring all right, title and interest in the Trademark and Trademark Applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby conveys, transfers and assigns to Assignee, all of its right, title and interest in and to the Trademark, together with any registrations for the Trademark, the Trademark Applications, the goodwill of the business symbolized by the Trademarks, and together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

2. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Trademarks, at the expense of Assignee.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, this Assignment of Trademark has been duly executed and delivered as of the date first written above.

ASSIGNOR:

Real Kitchen Brands, LLC

By: Tyfood Media, Inc.
Managing Member

By: 
Tyler Florence, Officer

and

By: Patrick Davis Communications, Inc.
Managing Member

By: _____
Patrick Davis, Officer

ASSIGNEE:

Mervyn's LLC

By: _____
Name:
Title

IN WITNESS WHEREOF, this Assignment of Trademark has been duly executed and delivered as of the date first written above.

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Real Kitchen Brands, LLC
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Managing Member

By: _____
Tyler Florence, Officer

and

By: Patrick Davis Communications, Inc.
Managing Member

By: 
Patrick Davis, Officer

ASSIGNEE:

Mervyn's LLC

By: _____
Name:
Title

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By: _____
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and

By: Patrick Davis Communications, Inc.
Managing Member

By: _____
Patrick Davis, Officer

ASSIGNEE:

Mervyn's LLC

By: 
Name: Edward W. Beck
Title Sr. V.P.