

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| New Seasons Market, Inc. | | 01/12/2006 | CORPORATION: OREGON |
| RECEIVING PARTY DATA | | | |
| Name: | Pacific Village, LLC | | |
| Street Address: | 1954 SE Division Street | | |
| City: | Portland | | |
| State/Country: | OREGON | | |
| Postal Code: | 97202 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: OREGON | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78438762 | PACIFIC VILLAGE | |
| Registration Number: | 2992210 | PACIFIC VILLAGE | |
| Registration Number: | 2992211 | PACIFIC VILLAGE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (206)224-0779 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 206-682-8100 | | |
| Email: | faye@cojk.com | | |
| Correspondent Name: | Faye L. Tomlinson | | |
| Address Line 1: | 1420 Fifth Avenue, Suite 2800 | | |
| Address Line 4: | Seattle, WASHINGTON 98101-2347 | | |
| ATTORNEY DOCKET NUMBER: | 8381.001 | | |
| NAME OF SUBMITTER: | David E. Grein | | |
| Signature: | /David E. Grein/ | | |

OP \$90.00 78438762

Date:

08/29/2006

Total Attachments: 2

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8369.002

ASSIGNMENT OF TRADEMARK APPLICATIONS

WHEREAS, **New Seasons Market, Inc.**, an Oregon corporation, 5320 NE 33rd Avenue, Portland Oregon 97211, Assignor, filed three trademark applications with the United States Patent and Trademark office on June 21, 2004 based on its ownership and bona fide use of the PACIFIC VILLAGE trademark in interstate commerce, which applications were given Serial Nos. 78438738, 78438745 and 78438762;

WHEREAS, Trademark Application Serial No. 78438738 was registered to Assignor on September 6, 2005 as Registration No. 2992210;

WHEREAS, Trademark Application Serial No. 78438745 was registered to Assignor on September 6, 2005 as Registration No. 2992211 (which registered trademarks are together referred to herein as the "Trademarks");

WHEREAS, Trademark Application Serial No. 78438762 is currently pending (the "Application");

WHEREAS, Assignor desires to assign and the Board of Directors of Assignor has authorized the assignment of the Trademarks and the Application to **Pacific Village, LLC**, an Oregon limited liability Company, 4109 NE 19th Ave, Suite B, Portland Oregon 97211, Assignee;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee the Trademarks and the Application effective as of the date first set forth below.

DATED 1/12/06

NEW SEASONS MARKET, INC.

By: 
Brian Rohter, Chief Executive

Officer

ASSIGNMENT OF TRADEMARK APPLICATIONS

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ASSIGNOR

ASSIGNMENT OF TRADEMARK APPLICATIONS

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RECORDED: 08/29/2006

**TRADEMARK
REEL: 003379 FRAME: 0326**