

## 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             |
| Fox Group Limited  |  | 05/08/2006     | COMPANY: UNITED KINGDOM |
| RECEIVING PARTY DATA   |  |                |                         |
| Name:  | Whole Foods Market IP, L.P.                  |                |                         |
| Composed Of:   | COMPOSED OF WFM IP MANAGEMENT, INC.          |                |                         |
| Street Address:  | 550 Bowie Street                             |                |                         |
| Internal Address:  | 6th Floor                                    |                |                         |
| City:  | Austin                                       |                |                         |
| State/Country:   | TEXAS  |                |                         |
| Postal Code:   | 78703  |                |                         |
| Entity Type:   | LIMITED PARTNERSHIP: DELAWARE                |                |                         |
| PROPERTY NUMBERS Total: 1  |  |                |                         |
| Property Type  | Number                                       | Word Mark      |                         |
| Serial Number:   | 76117670                                     | SHOPS365       |                         |
| CORRESPONDENCE DATA  |  |                |                         |
| Fax Number:  | (713)468-8883                                |                |                         |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                |                         |
| Phone:   | 5124189944                                   |                |                         |
| Email:   | tphpto@tphm.com                              |                |                         |
| Correspondent Name:  | Christopher L. Graff                         |                |                         |
| Address Line 1:  | 1616 S. Voss Rd., Ste 750                    |                |                         |
| Address Line 4:  | Houston, TEXAS 77057-2631                    |                |                         |
| ATTORNEY DOCKET NUMBER:  | WFM.0635US                                   |                |                         |
| NAME OF SUBMITTER:   | Christopher L. Graff                         |                |                         |
| Signature:   | /cl graff/                                   |                |                         |

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TRADEMARK  
REEL: 003394 FRAME: 0336

Date:

09/21/2006

Total Attachments: 1

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### **ASSIGNMENT OF TRADEMARK**

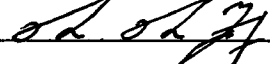
**WHEREAS**, Fox Group Limited, having an address of Oakland House Rettendon Common Chelmsford, Essex CM3 8HQ United Kingdom ("Fox Group") owns, and has adopted and is using, or has a bona fide intent to use, the following mark (the "Mark") for which the following United States trademark application for registration has been filed:

| <b>MARK</b> | <b>SERIAL NO.</b> | <b>FILED</b> |
|-------------|-------------------|--------------|
| SHOPS365    | 76/117,670        | 2000-08-28   |

**WHEREAS**, Whole Foods Market IP, L.P., a Delaware limited partnership having an address of 550 Bowie Street, Austin, Texas 78703 USA ("WFM"), desires to acquire any and all rights and goodwill associated with the Mark and the above-referenced application, and that portion of the business to which the Mark pertain;

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Fox Group with full title guarantee does hereby assign to WFM all right, title and interest in and to the Mark and the pending application for registration thereof, together with that portion of the business to which the Mark pertains and the goodwill of the business symbolized by the Mark.

#### **FOX GROUP LIMITED**

By:   
Name: RICHARD FOX  
Title: CR  
Date: 05/08/06