

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/02/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
McLane Company, Inc.		10/02/2006	CORPORATION: TEXAS

**RECEIVING PARTY DATA**

Name:	Salado Sales, Inc.
Street Address:	P.O. Box 6115
City:	Temple
State/Country:	TEXAS
Postal Code:	76503-6115
Entity Type:	CORPORATION: TEXAS

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78827398	SOFT 'N PLUSH

**CORRESPONDENCE DATA**

Fax Number: (404)253-6901  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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ATTORNEY DOCKET NUMBER:	D9954-00174
NAME OF SUBMITTER:	John C. Herman
Signature:	/John C. Herman/

CH \$40.00 78827398

Date:

10/12/2006

Total Attachments: 1

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UNITED STATES

ASSIGNMENT OF TRADEMARKS

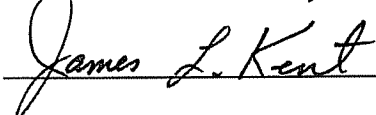
WHEREAS, McLane Company, Inc., a Texas corporation, having its principal place of business at P.O. Box 6115, Temple, Texas 76503-6115, (hereinafter "Assignor"), has adopted, owns and has used in its business a certain trademark, and has pending with the United States Patent and Trademark Office a certain trademark application, specifically:

<u>Mark</u>	<u>App. No./Reg. No.</u>	<u>Filing/Reg. Date</u>
SOFT 'N PLUSH	78/827,398	03/02/2006

WHEREAS, Salado Sales, Inc., a Texas corporation, having its principal place of business at P.O. Box 6115, Temple, Texas 76503-6115 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to the said trademark, trademark application and any registration maturing out of said applications thereof, **together with the goodwill of the business connected therewith;**

THEREFORE, BE IT KNOWN that for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to said trademark and trademark application and any registration maturing out of said application thereof, together with the goodwill of the business connected therewith and any right to recover for past infringements thereof.

Assignor  
MCLANE COMPANY, INC.

  
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By: James L. Kent  
Executive Vice President,  
Administration

Date: 10/2/06