

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
Big 8 Advertising, L.C.		10/16/2006	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Pay And Save, Inc.		
Street Address:	1804 Hall Avenue		
City:	Littlefield		
State/Country:	TEXAS		
Postal Code:	79339		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	74718791	BIGGIE THE BAG BIG 8 FOOD STORES	
CORRESPONDENCE DATA			
Fax Number:	(915)546-5360		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9155334424		
Email:	gpulido@kempsmith.com		
Correspondent Name:	Mark Hedrick		
Address Line 1:	221 North Kansas		
Address Line 2:	Suite 1700		
Address Line 4:	El Paso, TEXAS 79901		
NAME OF SUBMITTER:	Gwendolyn L. Pulido		
Signature:	/Gwendolyn L. Pulido/		
Date:	10/31/2006		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, BIG 8 ADVERTISING, L.C., a Texas limited liability company ("Assignor"), having its principal address at 1480-A George Dieter, El Paso, Texas 79936, has adopted, used, and is using and is the owner of the following trademark which has been registered in the United States Patent and Trademark Office (the "Trademark"):

<u>Trademark</u>	<u>Int. Class</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
BIGGIE THE BAG BIG 8 FOOD STORES WITH DESIGN	42	2,066,277	June 3, 1997

WHEREAS, Assignor has adopted, used and is using certain related trade dress in association with the Trademark (the "Trade Dress");

WHEREAS, PAY AND SAVE, INC., a Texas corporation ("Assignee"), having its principal address at Box 1430, Littlefield, Texas 79339, is desirous of acquiring the federally registered Trademark and the Trade Dress;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, BIG 8 ADVERTISING, L.C., hereby assigns to PAY AND SAVE, INC., all right, title, and interest in the United States in and to the federally registered Trademark and to the Trade Dress, together with the goodwill of the business symbolized by the Trademark and the Trade Dress and the right to recover for past infringements thereof.

EFFECTIVE October 16, 2006.

BIG 8 ADVERTISING, L.C.

By: Ken Brandon
Ken Brandon, Manager

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