

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
ASTOR PRODUCTS, INC.		11/21/2006	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Winn-Dixie Stores, Inc.		
Street Address:	5050 Edgewood Court		
Internal Address:	Legal Dept.		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32254		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0861706	ARROW	
Registration Number:	0866037	BLUE ARROW	
Registration Number:	0783748	FISCHER'S	
Registration Number:	0868838	PINK LILAC	
CORRESPONDENCE DATA			
Fax Number:	(904)783-5138		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	904/783-5058		
Email:	benitakichler@winn-dixie.com		
Correspondent Name:	Benita Kichler, Esq.		
Address Line 1:	5050 Edgewood Court		
Address Line 2:	Legal Dept.		
Address Line 4:	Jacksonville, FLORIDA 32254		
ATTORNEY DOCKET NUMBER:	ASTOR TO WD STORES		

CH \$115.00 0861706

900063169

TRADEMARK
REEL: 003432 FRAME: 0331

NAME OF SUBMITTER:	Benita Kichler
Signature:	/bkkichler/
Date:	11/21/2006
Total Attachments: 1 source=Astor.Products.TM.Assigmt.11.21.06#page1.tif	

TRADEMARK ASSIGNMENT

Whereas, ASTOR PRODUCTS, INC. a Florida corporation, with it's principal place of business at. 5050 Edgewood Court, PO BOX B, Jacksonville, FL 32254, has adopted, and used the trademark(s) shown hereinafter, which are registered, in the United States Patent and Trademark Office;

Whereas, WINN-DIXIE STORES, INC. a Florida corporation, having its principal office and place of business at 5050 Edgewood Court, Jacksonville, FL 32254, is desirous of acquiring said registrations and trademarks therefore;

Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, ASTOR PRODUCTS, INC. hereby assigns to WINN-DIXIE STORES, INC. all rights, title and interest in and to the trademark registration(s) and application(s), together with the goodwill of the business symbolized by the trademarks and in and to all causes of action, either in law or equity, and any rights to sue for past, present or future infringement thereof.

DATED: NOV 21 2006

ASTOR PRODUCTS, INC.

BY:

JOHN J. JAMES

ASST. SECRETARY & ASST. TREASURER

TRADEMARKS

LEGAL APPROVED
ATTY: [Signature]
DATE: 11/25/06

TRADEMARK	REGISTRATION NO.
ARROW	Reg. No. 861,706
BLUE ARROW	Reg. No. 866,037
FISCHER'S	Reg. No. 783,748
PINK LILAC	Reg. No. 868,838