

**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
H.B. Paulk Grocery Company, Inc.08/18/2007		08/18/2007	CORPORATION: ALABAMA

**RECEIVING PARTY DATA**

Name:	The H.T. Hackney Co.
Street Address:	300 Fidelity Building
City:	Knoxville
State/Country:	TENNESSEE
Postal Code:	37902
Entity Type:	CORPORATION: TEXAS

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	2539158	KICKIN-ICE
Registration Number:	2578475	
Registration Number:	2582022	
Registration Number:	2801008	LA CONEXION
Registration Number:	2626540	ECONOTALK
Registration Number:	2578474	
Registration Number:	2578476	

**CORRESPONDENCE DATA**

Fax Number: (202)906-8669  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 202 906 8638  
 Email: dhuff@dykema.com  
 Correspondent Name: Donald N. Huff  
 Address Line 1: 1300 I Street, N.W., Suite 300 West

CH \$190.00 2539158

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER: 067020-0999

NAME OF SUBMITTER: Donald N. Huff


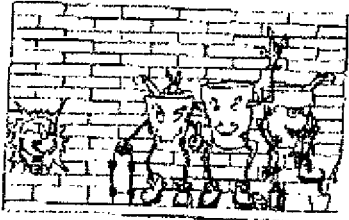
Signature: /Donald N. Huff/

Date: 05/29/2008

Total Attachments: 3  
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**ASSIGNMENT**

WHEREAS, H.B. PAULK GROCERY COMPANY, INC. (a/k/a H.B. Paulk Grocery Co.), a corporation of the State of Alabama, with a business address at Highway 52 East, P.O. Box 637, Opp, Alabama 36467 (hereinafter, "Assignor"), is the owner of and has registered in the United States Patent & Trademark Office (hereinafter, "USPTO") the below listed marks (hereinafter, "Marks") and registrations (hereinafter, "Registrations"):

Registration No.	2,539,158
Registration Date:	02/19/2002
Mark:	KICKIN-ICE
Registration No.	2,578,475
Registration Date:	06/11/2002
Mark:	
Registration No.	2,582,022
Registration Date:	06/18/2002
Mark:	
Registration No.	2,801,008
Registration Date:	12/30/2003
Mark:	LA CONEXION
Registration No.	2,626,540
Registration Date:	09/24/2002
Mark:	ECONOTALK

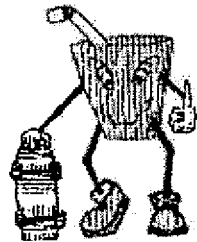
Registration No. 2,578,474  
Registration Date: 06/11/2002

Mark:



Registration No. 2,578,476  
Registration Date: 06/11/2002

Mark:



WHEREAS, Assignor is the owner of and has filed for federal registration in the USPTO for the mark FULL BELLY, the application having U.S. Application Serial Number 78/775,330 (hereinafter, "Applications"); and

WHEREAS, THE H.T. HACKNEY CO., a corporation of the State of Tennessee, with a business address at 300 Fidelity Building, Knoxville, Tennessee 37902, (hereinafter, "Assignee"), is desirous of acquiring all of Assignor's right, title, and interest in and to said Marks, Registrations, Applications, and all goodwill associated therewith;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, by and through its authorized representative, hereby agrees as follows:

- (1) Assignor does irrevocably transfer, assign, convey, and release unto Assignee, its successors and assigns, in perpetuity, **EFFECTIVE AS OF THE DATE OF EXECUTION HEREOF** all of Assignor's right, title, and interest in and to the above identified Marks, Registrations, Applications, and all goodwill associated therewith (hereinafter, collectively, "the Property"), together with any and all portions of Assignor's business pertaining to the Property, all

copyrights associated with the Property, all second-level domain names associated with the Property, throughout the World, including all future, present, and past rights of action associated with the Property; and

- (2) For the aforesaid consideration, Assignor materially represents to Assignee, its successors and assigns, that at the time of the execution of this Assignment document, Assignor is the lawful owner of the entire right, title, and interest in and to the Property, and that the Property is unencumbered and not licensed to any other party, and that Assignor has full lawful authority to sell and convey the Property to Assignee as set forth herein.

IN WITNESS THEREOF, Assignor has duly executed this Agreement, or caused the same to be executed by its authorized representative as follows:

**H.B. PAULK GROCERY COMPANY, INC.**

By: *Ferris P. Youmans*  
Name: *Ferris P. Youmans*  
Title: *President*

STATE OF Alabama  
COUNTY OF Covington

Before me, the undersigned authority, a Notary Public in and for said county and state, personally appeared Ferris P. Youmans, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged himself/herself to be the President of **H.B. PAULK GROCERY COMPANY, INC.**, the within named Assignor, an Alabama corporation, and that he/she as such President being authorized so to do, executed the within instrument for the purposes therein contained by signing the name of said corporation by himself/herself as such President.

Witness my hand and official seal at office in the aforesaid county, this 18 day of August, 2007.

*Vicky P. Short*  
Notary Public

My Commission expires: July 21, 2009